Ontario. Royal Commission on Book Publishing.
Hearings. 1971

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ONTARIO

ROYAL COMMISSION ON BOOK PUBLISHING

(73)

Hearing

Mr. Richard Rohmer, Q.C.	Chairman
Dr. Marsh Jeanneret	Commissioner
Mr. Dalton Camp	Commissioner

Mr. Robert Fleming	Executive Secretary

APPEARANCES:

R. E. Holland, Q.C.	Commission Counsel
A. O'Donnell	Commission Counsel
Joseph Sedgwick, Q.C.) and P. H. H. Ridout, Q.C.)	for Metropolitan Toronto News Company & Affiliates

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Hearings held at 252 Bloor Street West,
Toronto, Ontario, July 23 1971

Sept 30

This transcript has not been edited, corrected or revised by the Commissioners, but may subsequently be edited, corrected and revised.

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Nethercut & Co. Ltd.
Toronto, Ontario

I N D E X

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Toronto, Ontario,
July 23, 1971.

---The hearing commenced at 10.30 a.m.

THE CHAIRMAN: Ladies and gentlemen, we are here this morning for the purpose of hearing submissions from counsel. The Commission will hear these submissions and it is our intention to the best of our ability, to make no comments as the submissions are being made. To the best of our ability we will take that position and hear what they wish to say. So, if we may proceed, I think Mr. Sedgwick, you are first.

MR. SEDGWICK: Very well.

ARGUMENT BY MR. SEDGWICK:

Mr. Chairman and gentlemen. As the hearings before this Commission on July 13th, 14th, 19th, 20th and 21st were, as I understand it, for the express purpose of taking evidence relative to the matters which are the subject of the Commission's Second Interim Report, I shall take that report as my starting point and text. The report rightly stresses that the primary concern, indeed the authority of this Commission, is to inquire into the publishing industry and the economic, cultural, social or other consequences for the people of Ontario and of Canada of the substantial ownership or control of publishing firms by foreign or foreign-owned or foreign

1 controlled corporations or by non-Canadians.

2 The evidence that you have heard

3 supports what I said in opening, namely, that

4 my clients, Metro News, are not publishers. They

5 merely distribute primarily to the mass markets

6 whatever may be supplied to them by publishers,

7 foreign or Canadian. They originate nothing.

8 They distribute whatever is available and is in

9 demand.

10 I think someone said their key was

11 profitability. Thus, I take it that any influence

12 that they may have on the publishing industry --

13 and I quote from the report -- "in terms of

14 its contributions to the cultural life and

15 education of the people of Ontario" is minimal.

16 As Exhibit 36 shows, that is the

17 little green book, my clients do make a special

18 effort to serve schools and educational institutions

19 but still, even as to those, only within the

20 limits of what the publishers will give them.

21 The report continues:

22 " It is not surprising that mass market

23 paperbacks moving in this way tend

24 in their selection to be no more

25 representative of original Canadian

26 authorship and publishing than are

27 the magazines and other periodicals

28 with which they travel. Indeed, the

29 Canadian aspects of book publishing

30 would appear to be poorly served by

" the news distribution channels just referred to."

My comment is that if fault there be it rests not with the geographical distributors but with the Canadian publishers. There was no evidence that any Canadian publication, be it magazine, periodical or paperback, is denied access to the distributional facilities of my clients. Indeed, they have made special efforts in that regard and I refer, without reading it because the transcripts are before the Commission, particularly to the evidence of Mr. Romanez at pages 3062 to 3063, at page 3069, particularly at line 16, to page 3070 at line 18. Thus, as to that quotation from the report it is my submission that there is not a single supporting word of evidence.

The report then goes on to say:

" To the extent that they sell mass market paperbacks in addition to periodicals they usually secure these books from the same sources. Even the selection of titles and authors to be displayed for sale is normally made by the news company as part of its service. Moreover, the selection of titles which the latter may have to draw upon may be determined at an earlier stage in the distribution network and determined not necessarily even in Canada."

My submission is that there was not a word of evidence led to support the statement that the selection of titles, so far as regional wholesalers are concerned, is made outside of Canada and as to that -- and again without quoting it, because that would be tiresome -- I refer to the evidence of Mr. Molasky, Mr. Romanez and also -- and these are certainly not my clients -- to the evidence of Mr. O'Brier, Mr. Halliley and Mr. Cosgrove who could hardly be said to be friendly.

What Mr. Cosgrove said as to that -- and I read his because, as I say, he was a witness clearly not friendly to my clients, is found at page 3345 and the question was, put by me:

"

Q. Mr. Cosgrove, the question I put to you was: Speaking generally, and with some very rare exceptions, the titles, that is the periodicals and the paperbacks, that were offered for sale in Ontario through Metro Toronto News, were within your discretion, you could select, reject, add to or take from, isn't that correct?

A. By and large, that is right."

And this further question:

"

Q. Of course, that makes sense because, as one witness said, every distributor must tailor his

" distribution to his particular market, isn't that correct?

A. That is correct."

And then:

" Q. So the responsibility for deciding what the public here wanted from your company was basically your responsibility?"

And his answer was:

" A. That is correct."

It was also made clear that any retailer can choose what titles he wants. If the retailer sees fit to rely for choice on the distributor, then that choice is made locally in Canada and as to my clients by a Canadian, by Mr. Cosgrove when he was there, by Mr. Romanez who is now there. What I have said about that paragraph of the report applies to the paragraph immediately following.

All the evidence is that the foreign-controlled distributors, such as Metro News and Windsor News operate in precisely the same way as the Canadian-controlled distributors. There is certainly no evidence that I can recall to show that the distributors influence or attempt to influence the content or character of the books they sell.

Now, it is true that there is evidence

that a number of Ontario distributorships are foreign-owned. Metro News is one, Windsor is another, Sudbury another and Kitchener as to 30 per cent. There is no evidence to show that such control has in any way sought to thwart the interests of Canadian authors or Canadian book and periodical publishing industries. Rather the case is the reverse and it is highly significant that no Canadian author, book publisher or magazine or periodical publisher appeared before this Commission to complain.

Then, this phrase in the report, and this is a quotation:

> "We speak here not of a situation in which ownership is foreign while management remains fully Canadian and largely independent in matters of day to day policy."

So far as my clients are concerned that is not so. The uncontradicted evidence of Mark Molasky, John Romanez and Terry Cosgrove, part of which I have read, is to the contrary. Indeed, I do not know what my clients could have done to further Canadian cultural interests and no witness appeared to say in what respects they are deficient and as to that, again without reading it, I refer to the evidence of Mr. Romanez at page 3058, line 16, at page 3063, line 7 and at page 3066, line 16.

Then, the report contains this

paragraph which I find a little strange, and this is a quotation:

> " Your Commission understands that some Canadian publishers and retailers of periodicals may in fact reluctantly give information to it concerning this growing and powerful intrusion. They fear that the foreign-owned distributors and wholesalers may refuse to carry their publications or may impose unacceptable terms when they do so. Such decisions would of course be made outside this country. They would affect not only Canadian publishers but Canadian retailers and their customers as well."

I do not know who the mysterious "they" are who entertain these quite ungrounded fears but all the evidence is that my clients carried every Canadian publication that was made available to them regardless of profitability. Indeed, on one occasion, and on many occasions, they gave better terms to the publishers of Canadian paperbacks than are given to foreign publishers and I have in mind particularly the fact that some of the Canadian publications are not returnable and thus the unsold copies are at the risk of the geographical distributor.

Indeed, all I can say as to that statement in the report is that we are wiser now and after seven days of evidence there is not a scintilla, not a scintilla of evidence, to support that statement.

The rest of the Interim Report deals with the proposed legislation. The government adopted the Commission's suggestions and introduced Bill 64. I can only say that I regret that we are to have a new complex and no doubt expensive regulatory body to deal with a mere handful of distributors, 16 in all, whose total impact on our economy is slight and whose effect on our cultural and social life is negligible.

The report concludes with a suggestion that its recommendations be communicated to the Minister of Consumer and Corporate Affairs and to the Director of Investigation and Research under the Combines Investigation Act and as I have already said, the Commission will be pleased to learn that that recommendation has also been followed.

Since the filing of the report my clients at least have been bothered by representatives of one or the other of those agencies. Certainly it cannot be said at this time that the distributors of paperbacks and periodicals are inadequately governed, regulated or investigated.

Now, may I turn to some matters not mentioned in the report, but which have been the subject of quite exhaustive inquiry since this hearing started on July 13th. The first one is the closing on June the 11th, 1971, of the purchase by Somerset Specialties, a subsidiary of Metro News, of Lambton News and Western News Distributors. I can see that the dates may be suspicious. The interim report is dated the 8th of June. The closing of the transactions was on the 11th of June and Bill 64 was introduced on the 14th of June. As the agreement provided for closing on June 30th or earlier and the "earlier" is significant, as may be agreed, the Commission may well have thought that someone had inside information and that my clients and the vendors were beating the gun.

It is now clear that none of the parties to these deals were privy to any such information. The agreement to close on June the 11th was made on May 28th and I refer to the evidence of Mr. Halliley, at page 3527, line 12, and it is important that it was made before May 30th.

Mr. Halliley was asked:

"You told us that you did not personally ask for an earlier closing date. Now, did your solicitor ask for an earlier closing

date?

"A. I don't know which side it came from but I was advised by Mr. Wyrzykowski that the closing date had been advanced to June the 11th.

"Q. When were you told that?

"A. Some time prior to May the 30th, around -- I can't remember the particular date, but I was advised that the date had been advanced. Mr. Wyrzykowski and I felt this was a happy solution to the whole matter because of the two points that we had been in controversy on. Mr. Molasky felt that my refusal to allow these things to be done was going to be detrimental to him from a monetary point of view, and also we were concerned we knew the budget was coming down. We didn't know exactly what date. We felt that we had everything to gain by an earlier closing date."

Now, there is not anything to contradict that. It is confirmed. It is confirmed by the solicitor, Mr. Wyrzykowski, who was here.

Then, as to the reasons for the earlier closing, they correspond, in a general way, to what Mr. Halliley said. They are set out in a letter, which my associate, Mr. Peter Ridout, sent to Commission counsel, dated July 7. I believe it is an Exhibit, and what Mr. Ridout there said fully confirmed the evidence of Mr. Halliley, that it was at the insistence of him and his counsel that the deals were closed on June the 11th and the arrangements for the early closing were made before the end of May. That is at least 8 or 9 days before the interim report of this Commission was known. Of course, my client, Mark Molasky, has sworn he had no knowledge of the interim report or of the Bill until the letter was introduced in the house on June 14th.

There is one other quote from Mr. Halliley's evidence, which appears at page 3464, and I will not read it. The evidence of Mr. Molasky is at page 2840 and the final comment of Mr. Halliley, at page 3566, I think, completely disposes of any suspicion that either my clients or the vendors were privy to inside information. At the top of the page, Mr. Wyrzykowski said to Mr. Halliley:

"Why had I asked you to close the transaction early?

"A. Well because of the reasons that I have given, that

the sooner we got the thing with the imminence of the White Paper coming up, and this was sort of a disagreement that we had had about leaving it until the 30th, that we did not want anyone in there until they actually owned the interest."

And then Mr. Wyrzykowski said:

"I wanted that clearly before you, it was at my urging."

I do not think that evidence was questioned, or indeed, can be questioned.

May I now turn to a quite different matter? That was the action of Triangle in switching the distributional rights for their periodicals, notably TV Guide, from the new owners of Kitchener News to Metro News. Firstly, it is clear that Mr. Mark Molasky, neither he, nor his father, nor anyone in Metro News, had anything to do with the making of that decision. Mr. Mark Molasky's evidence on that point is at page 2886, again at page 2893 and again at page 2899. The decision to make the switch was made in Radnor, Pennsylvania by Mr. David Lichtenberg and by him alone. He said that and repeated it and I give the references to his evidence at pages 3395 and 3396 and again at page 3472, line 5. The decision was made for three reasons, which finally appeared:

Firstly, and I think predominantly, their resentment that the Kitchener News franchise, if we may so call it, had been sold without prior consultation with Triangle.

Secondly, they did not like the fact that one of their distributorships had as a partner a rival North American distributor, Gordon and Gotch.

Thirdly, Triangle had some lack of confidence in Mr. Terry Cosgrove, who was to be the manager under the new owners. As to those, I don't intend to read them. I refer to the evidence of Mr. David Lichtenberg, which was conclusive, the evidence of Mr. Fred O'Brien and the evidence of Mr. Harold Hill. They all give the same three reasons.

Then, right or wrong, it was a business decision and that Triangle had some justification for distrusting Terry Cosgrove as manager is to be found in the evidence of Lichtenberg and also, and particularly in the evidence of Mr. Northorp, who represents Triangle in this area. As to that, Mr. Northorp's evidence is on pages 3319 and 3320 and the Commission will recall that when he was asked if matters had improved when Mr. Romanez took over, he said the improvement in Metro News as a distributor was fantastic.

Now, that all regional distributors knew that a national distributor insisted on

being consulted before any distributorship was sold is clear from the evidence of -- and I don't intend to read them -- Mark Molasky, Harold Hill, Fred O'Brien, Terry Cosgrove, David Lichtenberg, Reg. Northorp and the last witness, Mr. Roger Scherer.

Mr. Scherer, at page 3628, put it very succinctly. At page 3628, Mr. Scherer, who was in no sense my witness -- I had never seen him before -- I apologize, my note is wrong.

THE CHAIRMAN: I have been caught in the same position time after time myself. Please take your time.

MR. SEDGWICK: I think my secretary made a mistake. It should be page 3625 and I just want to read it:

> "Q. And my only other question (in cross-examination): When you were contemplating the purchase of the Chatham distribution enterprise or franchise, which has now been reported, did you, before you concluded any deal seek the approval or benediction of some of the principal distributors such as, for instance, Triangle?
>
> "A. We never concluded a deal so it was difficult for me to make a move at all."

And then he said:

"In the first instance we never even got beyond the first half hour . . ."

Then, on page 3626:

"Q. May we assume that if you had got so far as what has been called a handshake agreement, would you at that stage have sought the b enediction of principal distributors such as Triangle?"

And he said:

"Yes, I would."

I think the evidence of every distributor is to the same effect.

Now, it is true that it may be somewhat arbitrary for a national distributor thus to terminate a local distributorship, but Mr. Lichtenberg and Mr. Lichtenberg alone, had that right. He alone made the decision. My clients were not consulted about this. They were told about it after the decision was made.

Triangle is not the only distributor to make arbitrary decisions and to change distributors. That was made clear by the evidence of Mr. O'Brien as to the Dell Publications and that evidence is at page 3207 to 3208 where he said that that distributorship had been taken away from Wentworth News and given to his company, Mountain City News. So,

as to the Ace News Publications which, when that company was taken over or amalgamated with Simon and Schuster, were taken away from Wentworth News and given to Mr. O'Brien's company, Mountain City News.

Mr. O'Brien's evidence as to that is at page 3209 following on to page 3211.

I am not going to spend any time on this. Something was said about threats. I know of no evidence of threats. As to Mr. Halliley, and it was said some threats had been made to him, that was completely exploded by the evidence of Mr. Halliley at page 3570 where he was asked this question:

> "Q. And we are quite clear on this, that at no time prior to the negotiations, during the negotiations or afterwards, did Mark Molasky make any threats to you?"

And he said: "He did not."

There was some evidence, and I don't attempt to traverse it, by Mr. O'Brien, who said that Mr. Molasky said "If you come into my territory, I will go into yours". It may have happened, but it was clearly just a spat between two rival distributors and it was quite clear that neither of them had the power to move. They would have needed the consent of the national distributors and there is not a word of evidence to show that such consent or

such benediction was ever sought.

Now, may I make a comment or two on the new legislation which flowed out of the interim report? While it is obviously intended to freeze foreign ownership of distributorships as of June 14th, and virtually to prevent further foreign acquisitions, it does, of course, have the related effect of drastically curtailing the market in which the Canadian distributor can sell. It may, and it probably will, result in the trade value of distributorships being greatly reduced. I doubt if sufficient Canadian capital will be available. We do at least know that Mr. Halliley was not able to find a Canadian purchaser with cash, although he tried.

Also, had the present Act been in force in April of 1971 it would, as I read it, have prevented the sale by the Hill interests to the new owners as the holdings of Gordon & Gotch plus that of their President, Mr. Smith, totalled 30 per cent.

The Bill, I believe it is now an Act, has prevented the sale by Mr. Vaughan to Mr. Scherer of the Chatham distributorship. Mr. Vaughan, it is said, is in poor health and he wants to retire but he may well have trouble in finding a Canadian purchaser to match Mr. Scherer's offer.

I think one might concede this, the only logical purchasers for Chatham -- you will see it is surrounded by other distributorships -- are probably Windsor, London or Sarnia and none of them are permitted to deal with Mr. Vaughan and to whom he will sell I do not know.

As to that and the restrictive effect it will have I refer to the evidence of Mr. O'Brien and I would like to read this. At page 3232 the Chairman put this question to Mr. O'Brien:

" The Chairman: And in terms of retroactivity I would like you if you would, to comment on what you consider the ramifications would be for the wholesalers in Ontario if the legislation which has come from our Second Interim Report was also to be made retroactive, that is to

" say, if all the foreign-owned firms in Ontario would have to become 75 per cent Canadian owned?"

And Mr. O'Brien said:

" That is a dandy! Well, to be perfectly honest with you, in some instances I would not object to American participation in a wholesale agency. I refer to Mr. Trosch's interest at Sudbury, and I refer to Mr. Scherer's interest in Windsor. I happen to know that Mr. Scherer was interested in buying Chatham which would have been an economically sound proposition and I would not object to that at all but I happen to know that these gentlemen were not interested in obtaining a large monopoly in Ontario or any other part of Canada. So, if I can answer your question with the Molasky family, our group felt that they were trying to get control of southwestern Ontario and we objected to this.

Our group was not opposed to the acquisitions such as I said, of Sudbury or Windsor because we feel we know these men, we have known them for years, we do business with them,

1 "
2 socially at conventions we talk with
3 them and we would have no objection.
4 If that is an answer to your question,
5 I feel it might hurt some and it may
6 help us in other areas."
7 So that what Mr. O'Brien is saying is that he
8 doesn't reall object to foreign ownership but
9 he objects to my clients and, of course, the
10 Act does not discriminate. On that whole question
11 of monopoly there is nothing in the Act, as I read
12 it, that prevents a Canadian-controlled company
13 or consortium from obtaining a complete monopoly
14 of periodical and paperback distribution in
15 Ontario and let me make one further comment on the
16 new Act.
17 I think it will be conceded that
18 the great Metropolitan daily newspapers have a
19 considerable, indeed probably an immeasurable
20 influence on the economic, cultural and social
21 life of this country and yet, so far as I know,
22 there is no law that would prevent Lord Thompson
23 who was, but is not now, a Canadian, from acquiring
24 control of every newspaper in Toronto -- The Star,
25 The Telegram and the Globe and Mail if he so
26 desired,and could agree on price,and yet if Jack
27 Kent Cooke, an old partner of Roy Thompson's,
28 who was also but is not now a Canadian, wanted to
29 buy a 50 per cent interest in so minor a business
30 as Kent News with a total gross annual of
less than $300,000,the Act forbids him to do so.

Now, these inconsistencies reinforce my long-held view that all hasty legislation is bad legislation.

May I turn now to another matter quite unrelated? From the outset of these hearings I got the impression that the Inquiry was, so far as my clients are concerned, more like an inquisition and that there was a tendency on the part of the Commission to divide the Ontario distributors into two groups -- the good guys and the bad guys and my clients apparently were the bad guys.

A quite striking illustration of that is to be found in the fuss that was made about just what Mark Molasky did when the London, Sarnia deal was closed on June 11th. As you will all recall, because it was read and re-read, Mr. Molasky said he was there -- he was a principal, of course, but he was there among other things to sign the cheques and the evidence is at page 2817 and it runs to page 2820 and the cheques, of course, are now Exhibits 29A, 29B, 29C and so on and the banking resolution is Exhibit 30.

Now, when those cheques were produced by me it turned out that they were signed by John Romanez only but on that same day Mr. Molasky had signed the banking resolution and under it there should have been two signatures because Romanez didn't have a single authority and I refer to

the banking resolution itself. However, for some reason and probably because it was done very late at night and everyone was tired, the cheques were not signed by Mr. Mark Molasky.

When I produced the cheques Mr. Holland read what Mr. Molasky had said earlier -- and that is the citation I have given you -- and why I do not know, because whether he signed the cheques or only the banking resolution seemed to be a material matter as to which his memory may have been faulty. However, Mr. Holland, having drawn attention to the fact that Mr. Molasky did not sign the cheques, I would have thought the matter would probably have ended there. However, the matter was reverted to thus at page 3383 where Mr. Camp, in examining Mr. Lichtenberg -- everybody cross-examined Mr. Lichtenberg -- said:

"Mr. Camp: I would like to reflect your concern, but nevertheless, you have said -- it has been stated that there was a connection."

And then he says:

"Other things have turned out to be not true that were stated under oath by Mr. Molasky."

Now, allowing for the fallibility of human memory and bearing in mind the circumstances under which Mr. Molasky is signing these documents, I thought that a most unfair statement and I said

"I don't recall", he said he had only been there to sign the cheque and Mr. Camp said:

" Mr. Camp: He said he was here because he had to sign the cheques."

And I said:

" That was wrong, He had to sign the banking resolution."

And Mr. Camp pursued it:

" Mr. Camp: How do we know that what he said was wrong?"

Which clearly,clearly indicates that in the view of the Commission my client was not to be believed. And then page 3384 Mr. Camp said:

" Mr. Camp: I am not a lawyer and I respect the fact that you are, but I have the feeling, because I have suspicions that what some people say is only what it is convenient for them to say."

Now, in my submission that was quite an uncalled-for remark and cast a quite unwarranted aspersion on the evidence of my client, Mark Molasky, to whom clearly it was directed.

What did happen at that closing? It was made abundantly clear by Mr. Hailliley whose evidence I have already referred to and have given

the citation of. He said they were all tired, they came down, the lawyers put the documents before them and he and Mr. Molasky signed them without either reading them or examining them and then again -- and this is indicative of an attitude -- Mr. Molasky said facetiously that the TV Guide is just another magazine thrown on the truck and this remark also was thrown by Mr. Camp at Mr. Lichtenberg in order, I must assume, to embarrass my clients and in this way.

The citation is at page 3433 at line 24. Mr. Camp said:

"

> Mr. Camp: Mr. Lichtenberg, we are all benefitting from your expertise. I must tell you that while you say that Pierce News is merely another local distributor, Mr. Molasky says TV Guide is just another magazine thrown on the truck, so maybe you should examine your relationship in that light with regard to Kitchener. You have, I assume, annual sales meetings, meetings with your staff?"

Now, that of course, was only done and could only be done to weaken the confidence of Mr. Lichtenberg and his group in my clients and then -- my eyesight is getting worse -- at page 3467 when I was cross-examining Mr. Lichtenberg I read what Mr. Camp had said to Mr. Molasky to him and then went

on to read the rest because as soon as Mr. Molasky had given that frivolous and somewhat facetious answer he went on to elaborate and to point out that, in fact, it was a very important periodical.

Now, during even that interlude Mr. Camp again, at page 3469, said:

" Mr. Camp: But you see, Mr.Lichtenberg, just being another Canadian and hearing the answer,'What is the importance of having the wholesale rights to TV Guide' and the answer to him, 'The Witness: It is really of no importance, it is like any other magazine, it is just another magazine thrown onto a truck'..."

Now, the fact is that what Mr. Molasky said at that time was said, as I say, facetiously and frivolously, a sad problem because the same questions were asked of him three or four times but much earlier in his testimony and at page 2856 he had made clear how important the Triangle distribution was to any distributor.

When he was giving his evidence in chief to Mr. Holland at page 2856, long before Mr. Lichtenberg was called, and long before he made that frivolous comment at line 18, this question:

" Q. You spoke to him, then, before this was signed to get his consent?

"

A. Not consent, I asked him, if I bought this territory if I could still be the distributor for Triangle Publications.

Q. And Triangle Publications includes TV Guide and Seventeen Magazine?

A. Yes.

Q. Is TV Guide the prime seller, would you say?

A. TV Guide, yes, it is a prime seller."

Now, surely there was nothing in that evidence to indicate that he in any way minimized the importance of the TV Guide to a distributor and, indeed, every distributor said that while probably not the most important(I think it was said that the most important distributorship was Curtis) Triangle was certainly an important distributorship.

I contrast that with the treatment accorded to the witness Harold Hill. Mr. Hill admitted that on two occasions Mr. Molasky telephoned him offering to purchase Kitchener News by two telephones calls that were made to Mr. Hill on April 21st and his evidence as to that is quite clear and it is to be found at page 3243 and running over to 3245.

Yet, on May the 21st, just one month later, Hill, the same Mr. Hill, wrote a letter to the McMurray Publishing Company, which contained this paragraph -- and the reference is at page 3247, writing to McMurray on May 21st he said:

> "This is definitely untrue and I most emphatically wish to state that at no time (and I stress 'at no time') did the Molaskys or anyone in Metro Toronto organization, approach either my son or I to purchase the Kitchener News Agency."

Now, that statement, when Mr. Hill was questioned about it, he weaseled out of it in this way -- and the reference is at page 3249. I put that letter to him and I said:

> "I put it to you, Mr. Hill, the statement in that letter is not true?"

He said:

> "It is not, if you are taking it in this sense. I was saying the Molaskys did not approach to buy my agency until after I had sold to the other people. This is my interpretation."

I find it difficult to put

that interpretation on the statement that Mr. Hill made in the letter, but what I do say is that there was not a single critical comment by any member of the Commission, or by counsel, questioning Mr. Hill's veracity or his memory, although putting it as kindly as possible, the statement that he made in the May 21st letter was less than the whole truth.

Then I come to a matter that has greatly concerned me, and still concerns me. That is the regrettable Annenberg-Molasky incident. I do not care at this time to add anything to what the Globe and Mail said yesterday about that matter in its editorial, under the heading "AN ABUSE OF POWER".

Now, let me turn to a completely different matter. That is criminal involvement. In the spate of publicity which followed the introduction of Bill 64, I find a number of statements of which, from the Toronto Star of June 19th is typical, and this is a quotation:

> "Thursday: Arthur Wishart, Minister of Financial and Commercial affairs, said he was unable to say whether police were investigating possible involvement of criminal elements or organized crime in the paperback industry . . . "

And then this significant line:

> ". . . because he had not read

all of the material government received last week from the Ontario Royal Commission on Book Publishing."

There is not a word of evidence, not even a hint, to suggest that my clients, or indeed, any Ontario distributor, has any involvement with criminal elements. If, as the above report hints, there was something such in the material which this Commission gave to the government, then, in all fairness, I feel that I should be told its nature and its source. Failing that, and as a matter of common fairness, I ask that this Commission should publicly and now dissociate itself from any such suggestion.

Now may I make a final comment and I think I am within half a minute of my 45 minutes. The Commission now has what it did not have on the 8th of June. It has sworn evidence. May I urge that in the light of that sworn evidence, which it must respect, it should modify, indeed, it should drastically correct its report of that date which, it is admitted, was based on no evidence at all.

Those are my submissions.

THE CHAIRMAN: We will break for just about five minutes.

---Recess

THE CHAIRMAN: Before calling on Mr. Holland, on behalf of the Commission, I would like to say that it has been our privilege to have two of the best counsel in Canada before us during these proceedings, and particularly, Mr. Sedgwick. I would like to again, on behalf of the Commission, thank him for his presentation and the way he posed the presentation. We found the submission today a very interesting one and will take it, of course, under advisement.

Thank you again, Mr. Sedgwick, for your conduct before the Commission in these proceedings.

MR. SEDGWICK: Thank you for those kind words, sir.

ARGUMENT BY MR. HOLLAND:

Mr. Chairman, and gentlemen, I really do not intend to comment on Mr. Sedgwick's submission to the Commission, with one exception, and that is, he did mention Mr. Bill Smith and indicated that he was a non-Canadian. I am advised he actually is a Canadian citizen.

MR. SEDGWICK: I believe that is so and I think I should correct it. I had in mind the provision of the Bill, which seems to me, he wanted to add his holdings to those of

Gordon and Gotch of 20 per cent. With specific relation to the Bill -- and I am sure I read it correctly -- it says that his is to be added in considering foreign control. I can give the reference.

THE CHAIRMAN: I think that can be done at a later time.

MR. HOLLAND: Thank you, Mr. Chairman. I intend to deal with facts and I will try not to be partisan in any way.

I first wish to deal with the acquisitions by the Molasky family or the Molasky group of companies as of May 31st, 1971. As of this date, the Molasky family owned 50 per cent and controlled the limited partnership of Metro Toronto News Company, which operates out of Toronto and covers a very large portion of the area around Toronto. This interest in Metro Toronto News Company, was acquired by the Molaskys on January 14th, 1969. On the basis of the gross sales obtained from the Ontario geographical wholesalers by the Commission, Metro Toronto News Company has, by itself, 38.04 per cent of the geographical wholesaling business in Ontario.

I then wish to switch to the position as of June the 11th, 1971. As of this date, the Molasky family had succeeded in closing transactions for the purchase of the wholesaling businesses in Belleville, London and

Sarnia. In the case of London and Sarnia, transactions were scheduled to close on June the 30th, 1971, or at any earlier date that the parties agreed upon. In fact, they were closed on June 11th, 1971, which was the Friday preceding the Monday when Bill 64 was given first reading in the Ontario Legislature. As a result of acquisitions, the Molasky family gained control of 50.14 per cent of the geographical wholesaling business in Ontario. This figure is calculated as follows:

Toronto	38.04
Belleville	5.11
London	5.43
Sarnia	1.56
TOTAL	50.14

It is to be noted that the only reason Mr. Molasky gave for the early closing was that his presence in Toronto was required for the signing of the cheques. When the cheques were, in fact, produced, it developed the cheques had not been signed by Mark Molasky. Mr. Molasky's counsel produced a banking resolution which was dated June 11th, 1971, and which was signed by Mark Molasky. The cheques that were actually delivered, did not conform with the banking resolution. If I may, then, turn to the question of future acquisitions on the part of the Molasky group, it was made abundantly clear during the hearings that the

Molasky family was in the process of negotiating for the purchase of the geographical wholesalers located in Hamilton, Brantford, Kitchener and St.Catharines. It was also clear that Mark Molasky had approached the wholesalers in Chatham and Cornwall with regard to possible acquisition. If I may, I will deal with these various areas individually.

Dealing first with Kitchener, on April 21st, 1971, after the shares of Kitchener News Company Limited had been sold to Fred O'Brien, Brian Bramall, Terry Cosgrove, William Smith and Gordon and Gotch (Canada) Limited, Mark Molasky telephoned the previous owner, Al Hill, and knowing there was an outstanding agreement of purchase and sale, offered Mr. Hill the amount of money the purchasers had agreed to pay, plus $50,000 more without even knowing how much the purchasers had agreed to pay.

If I may, then, switch to Hamilton, Brantford, Kitchener and St.Catharines as a group, at a meeting at the Inn-on-the-Park in Toronto on June 10th, 1971, Mark Molasky stated that Fred O'Brien had asked him if he was prepared to buy Kitchener. Mark Molasky said -- he answered the only way he would be interested now in buying Kitchener would be if he could buy Hamilton, St.Catharines and Brantford. Fred O'Brien's evidence was, however, that

Mark Molasky said he was no longer interested in the purchase of Kitchener unless Mr. O'Brien would agree or arrange to sell him Hamilton (which was owned by Mr. O'Brien), Brantford, which was owned by Mr. O'Brien's father and managed by Mr. O'Brien, and St.Catharines, which was owned by Mr. O'Brien's brother-in-law.

Before Mr. O'Brien and his group had made a decision to sell Hamilton, Brantford, Kitchener and St.Catharines, the Legislation came into effect, or was introduced in the House and Mr. Molasky telephoned Mr. O'Brien on June 14th and told him that, in view of the proposed legislation, negotiations for purchase were off.

If all the discussions for the purchase of Hamilton, Kitchener, Brantford and St.Catharines, had resulted in sales, then the Molasky family would have controlled 67.83 per cent of the geographical wholesalers in Ontario. This is calculated as follows:

Toronto	38.04
Belleville	5.11
London	5.43
Sarnia	1.56
Hamilton	6.09
Brantford	2.36
Kitchener	4.86
St.Catharines	4.38
TOTAL	67.83 %

If I may now turn to Chatham,

Mr. Mark Molasky made an approach to purchase the wholesaler in Chatham about a year ago. He made a further approach in late May of 1971 after signing an agreement to purchase the wholesaler in London. The evidence indicates that a meeting was arranged with Mr. Scherer and the owner of Chatham to discuss the purchase by Mr. Scherer and this meeting was arranged for June 15th, 1971. In fact, the meeting was called off as a result of the introduction of the Bill in the House on June 14th, 1971.

If I may, then, turn to Cornwall, in January of 1971, Mark Molasky approached the wholesaler in Cornwall and asked the wholesaler if he was interested in selling out. Mr. Molasky was quite serious in his offer to purchase if a price could be negotiated, although he stated that he later changed his mind.

1 Now, if I may then switch away
2 to another part of it and deal with the situation
3 involving Triangle Publications, McFadden-
4 Bartell Corporation, Metro News Company and
5 Kitchener News Company Limited. The evidence
6 indicates that historically the territorial
7 geographical limits of wholesalers have been
8 respected by the wholesalers of the North American
9 distributors. It does not appear that in the past
10 any effort would be made by one Ontario geographical
11 wholesaler to influence a North American
12 distributor to switch a franchise for a given
13 geographical area away from the local geographical
14 wholesaler.
15 The evidence adduced shows that the
16 shares of Kitchener News Company Limited were sold
17 by Harold and Lou. Hill to a group composed of
18 Fred O'Brien, Brian Bramall, Terry Cosgrove,
19 William Smith and Gordon & Gotch (Canada) Limited
20 in April of 1971.
21 This sale was made without prior
22 consultation with the various North American
23 distributors. The evidence is conflicting as to
24 the custom of the trade concerning the necessity of
25 such prior consent of the North American distributors
26 and in this connection I refer particularly to the
27 evidence of Mr. Hill at pages 3269 and 3270 in
28 which he indicated that there was no such custom
29 at the present time, to his knowledge.
30 Apparently, it was the custom years

ago to prepare agreements of sale conditional on such consent but this is no longer the custom. In any event, the agreement concerning the purchase of the shares was in no way conditional upon the consent of North American distributors.

On April 21st, 1971, David Lichtenberg, the Circulation Manager for Triangle Publications of Radnor, Pennsylvania, which included, of course, TV Guide and Seventeen Magazine, was advised by his Canadian representative that there was a rumour that there had been a sale of Kitchener News Company Limited. David Lichtenberg told his Canadian representative to ask Harold Hill to telephone. Harold Hill did telephone. David Lichtenberg said that at that time he indicated to Hill that the Triangle franchise was not for sale and that he would not sell Triangle Publications to the new owners.

Within about 15 minutes Hill received a telephone call from Mark Molasky in St. Louis in which Mark Molasky seemed to indicate that he had knowledge of the sale and in which Mark Molasky offered to buy Kitchener News Company Limited at the price paid plus $50,000 even though he did not know the price to be paid by the purchasers.

Mark Molasky in his evidence said that he had no communication whatsoever with David Lichtenberg at this time. The evidence of David Lichtenberg is contrary to the evidence of

Mark Molasky in this respect and David Lichtenberg in his evidence at pages 3431 and 3433 testified that he had a conversation by telephone on April 21st or April 22nd with Mark Molasky in St. Louis at which time he asked Mark Molasky if Metro News would be prepared to distribute Triangle Publications in the Kitchener area.

Regardless of what did in fact occur and what conversations did, in fact, take place between Lichtenberg and Molasky, it is clear that following the granting of the franchise to Metro Toronto News Company for Triangle Publications in the Kitchener area, the Molasky family in this case represented by Allan Molasky as well as Mark Molasky actively canvassed the North American distributors in the United States.

For some reason the McFadden-Bartell Corporation also took away the franchise of its publications from Kitchener News Company Limited and bestowed this franchise on Metro Toronto News Company. No clear reason was given for this transaction and, in fact, Kitchener News Company Limited was at the time of this transfer the holder of the 1970 McFadden-Bartell trophy as the best wholesaler in Canada.

Now, Mr. Chairman, in thinking about the percentages that I have given you there is nothing included in those percentages for the acquisition of Triangle and McFadden-Bartell in the Kitchener area.

Thank you, Mr. Chairman.

MR. SEDGWICK: Mr. Chairman, may I just clear up something in which it is thought I was in error.

ARGUMENT IN REPLY BY MR. SEDGWICK:

When I said that Gordon & Gotch should be added to Smith, I had in mind this section of the Act which reads:

"

> For the purposes of this section a shareholder shall be deemed to be associated with another shareholder if (a) one shareholder is a corporation of which the other shareholder is an officer or director."

Now, Gordon & Gotch is such a corporation and Mr. Smith is the President so as I read the Act they are deemed to be associated and you add the two percentages together to find out the amount of the participation.

I could well be wrong but that is what it seems to me to be.

MR. CAMP: While we are on addenda, Mr. Sedgwick, I could well be wrong or you could well be wrong, but it is my understanding of the reference that Roy Thompson could buy all the newspapers in Toronto and Jack Kent Cooke could buy 25 per cent of Chatham.

MR. SEDGWICK: 50 per cent.

MR. CAMP: I don't think there is any law against acquisition of papers by non-Canadians.

THE CHAIRMAN: Well, I want to say one or two words but first of all I think that both counsel should have the opportunity of examining the transcript in draft of their remarks so that they will be satisfied that their remarks are accurately recorded. This will be submitted in due course and they can satisfy themselves on this point.

I wish to make one or two remarks about your contribution, Mr. Holland, for and on behalf of the Commission. I note in that context that we were privileged to have two of the best counsel in Canada before us in these proceedings. I might say that this has been a particularly onerous task for you which you have performed in our view exceedingly well. There is no possible way that the performance of you and your associates could have been any better in the preparation and presentation of the material. You have had a very responsible performance and we wish it to be on record in that fashion. We commend you for what you have done and the way you have conducted yourself throughout these proceedings.

On that note --

MR. CAMP: As usual, Mr. Chairman, you have summed up the views of the Commission

commendably.

THE CHAIRMAN: On that basis these special sittings of the Commission are now completed and we appreciate the participation of all.

---Adjournment.

ONTARIO

ROYAL COMMISSION ON BOOK PUBLISHING

Mr. Richard Rohmer, Q.C. Chairman

Dr. Marsh Jeanneret Commissioner

Mr. Robert Fleming Executive Secretary

Held in the Auditorium, Faculty of Education, Lakehead University, Thunder Bay, Ontario on September 28th, 1971.

This transcript has not been edited, corrected or revised by the Commissioners but may subsequently be edited, corrected and revised.

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Thunder Bay, Ontario,
September 28, 1971.

---The hearing commenced at 10.00 a.m.

THE CHAIRMAN: The hour of ten o'clock having arrived, we will begin our proceedings if we may.

For the record, my colleague Mr. Camp was not able to join us today. We regret he was not able to do so. In any event I am quite sure that he will keep abreast of the proceedings today and the very interesting briefs that we have received.

Now, we have with us this morning, the first brief, Mr. R.R. Steele, on behalf of the staff of the Regional Office of the Ontario Department of Education for Northwestern Ontario. Mr. Steele, we have had a chance to look at your brief. I wonder, before you start, if you could describe for the record what you consider to be the role or function of the regional office of which you are a representative within the framework or hierarchy, if you will, of the Department of Education and also whether, in describing the function if you consider there is a special concern for the particular region to which you are allocated, as it were.

MR. STEELE: About five years ago the Department of Education for this province embarked upon a decentralization process with a view to bringing closer to the various areas of the

province the services of that department. So I suppose in brief I could say that the function of the regional office is a function of the Department of Education with particular reference to its application to Northwestern Ontario.

With regard to the second part of your question, the answer is naturally yes, that our particular concerns are the application of departmental policies and services to the particular needs of Northwestern Ontario.

THE CHAIRMAN: I wonder if you would be kind enough to touch on the high points of your brief and outline the sectors that you think are important and we will discuss them with you?

MR. STEELE: In the first instance I must apologize for not having had in the hands of the Commission a noteprint of this brief previous to this morning but perhaps you will understand that this part of the year is an extremely busy one for anyone who is involved in the educational efforts in this province.

THE CHAIRMAN: We understand that. We are quite familiar with the proposition of having briefs at the last minute and being able to read them reasonably quickly.

MR. STEELE: I must also apologize for an error which appears on page 5 which is a spelling error. I know that some of you certainly have underlined it and are going to take a crack at the representative of the Department

of Education for having a spelling error in his brief but I feel that I should be allowed some degree of licence in this regard because you people misspelled my name on the agenda for today.

I have indicated in the brief that the format of our statement is based on four basic considerations. First, an assessment of the problem as we see it, secondly, a statement of our general position with regard to Canadian publication of textbook materials, third, a possible solution to the problems suggested by the current and effective procedures in other jurisdictions and, fourthly, our recommendations.

The brief outlines, I think clearly, at least to our satisfaction, the basic roots of the problems which face the publisher of printed materials in this country. It also indicates that the prime concern of our office, of course, is those problems which face the publisher of textual materials and in this regard also I think that we have clearly indicated that we feel that the most serious cause of this problem lies in the fact that in Canada the sole responsibility for the planning, the research, the writing and the field testing -- all of those aspects of the publishing are the sole responsibility of the publisher and that in other jurisdictions this is not ncessarily so.

We have a situation in Canada which reduces the publication of textbooks largely

to a publisher hoping that an author will come along with a prepared text in which the publisher sees potential for profit and, therefore, he goes into print with it without having any guarantee or any assurance of a market for that product even though he feels it is a pretty good bet.

Now, this fact results in a very serious situation and that is that a publisher is placed with a very high risk, high cost, in the initial stage of the responsibility in the process of publication and in competition with his fellows from other jurisdictions, from other countries, he finds himself in a non-competitive position.

The other jurisdictions I refer to are also referred to in the brief and we have offered four or five examples of the sort of thing we have in mind with particular reference to the A.L.M. series of texts (this is an abbreviation for the Audio-Lingual Materials series of texts in second languages) and I have even quoted from the frontispiece of the first text in that series which indicates very clearly that the first edition -- I would like to quote this:

" The first edition of this work was produced pursuant to a contract between the Glastonbury Public Schools and the United States Office of

1 " Education, Department
2 of Health, Education and
3 Welfare."
4 And then we have also listed four other examples
5 of similar situations in the United States and
6 possibly even in the Province of Quebec.
7 We feel again that this is from
8 our point of view the most serious problem that
9 faces publishers in this country. Again we are
10 suggesting that a similar solution should and
11 must be found if our Canadian publishers of textual
12 materials are to survive so that basically our
13 recommendations, then, are six in number.
14 Do you want me to read them, sir? If you don't mind
15 I will do that. Our recommendations are:
16 1. That the high risk involved in the
17 expenditure of large sums of money in researching,
18 field-testing and otherwise preparing textual
19 materials for publication be removed from the
20 responsibility of the Canadian publishing industry.
21 2. That a Canadian Textual Materials
22 Foundation be established with authority and
23 responsibility to finance the pre-publication
24 stages of the production of Canadian textual material
25 3. That this Foundation be funded by
26 the Government of Canada, and by contributions from
27 national business interests, teachers' professional
28 organizations, and concerned private citizens.
29 4. That the Foundation be responsible
30 only to the Parliament of Canada in much the same

way as responsibility of the Canadian Broadcasting Corporation is defined. We submit that such a Foundation must be free of political control such as that exercised by a Minister of the Crown.

5. That rights to publication and distribution of textual materials funded or prepared by the Foundation be offered for sale by tender to Canadian publishers.

6. That the Foundation be required to be self-supporting after its initial fund has been established.

That is all I would feel necessary to say in addition to the brief, sir.

DR. JEANNERET: Mr. Steele, your submission is provocative and interesting and touches on an area that we have been exploring. We have run into suggestions that are parallel to this in some of the other provinces we have spoken with. In begs a great many questions but all the recommendations revolve around the idea of a national research authority of some kind and it is in that area that I would like to ask most of my questions, although some of them relate to your special situation here.

I can't help but comment as well as asking questions. That does not commit us either in the long-run or short-run to a point of view. It seems to me, though -- and you may make observations on this -- that implicit in your recommendations is the conversion of publishers

into something else other than publishers, something other than publishers, specifically into printers and providers of a distribution service, I suppose. It seems to me -- and this is not to condemn the suggestion in any way, it is a comment on it -- that it harks back in certain respects to the Minister of Education copyright days and that was a long time ago, pre-1938, when the Department of Education rather than a national research organization assumed the responsibility not only for detailed planning of the curriculum but, indeed, for commissioning an author to write a book and after the author had written the book and an appropriate degree of compromising was reached as to its final editorial form and the copy editing, selection of illustrations and so on had been absolutely and totally completed, the total publishing function had been discharged in the creative sense, then the publishers -- and I put quotation marks around the word "publishers" in this context -- were called in and invited to tender. You know who would take the tender. The tender wouldbe taken by the T. Eaton Company in their off-season when they weren't printing their mail order catalogue. That was not publishing, it was printing. Copp-Clark's would get contracts on that basis. W.J. Gage would get contracts on that basis. Even Warwick Brothers and Rutter would get contracts on that basis.

In fact the last three mentioned banded together and formed the Canada Publishing Company, with quotation marks around "publishing" too. Isn't there a real danger that this converts publishing into a totally non-creative, non-imaginative, non-planning enterprise and rather into a kind of a service operation which is only a slight extension of the printing and manufacturing function?

I don't ask this question in order to condemn the idea. I think there is a great deal of merit in it but it is the tendering aspect that concerns me. Would you care to comment on that, perhaps not finally?

MR. STEELE: I touched very briefly I think on some aspects of your point of view, sir, and in this respect in the brief we referred to our impression that in the history of publications in this country there has scarcely ever been a publisher who -- that there had never been a publishing industry which had been a viable industry in this country except insofar as our publishers have been agents for international works that appeal to a large international market, that the Canadian publication creative work per se simply had too small a market to enable publishers to survive in that field without acting as agents for somebody else's works.

I question that, especially in the field of textbook publishing, that this creative aspect is all that important. As educators, my concern, as we have said in the brief, is not the preservation of the Canadian publishing industry so much as it is ensuring that we have in our schools the kind and quality of textual materials that we need. if these can be done in Canada by Canadians first rate, but if they can't, the door must still be open for the schools to use the very best of the materials available.

THE CHAIRMAN: I suppose what you are saying is that the creativity in any text is the function of the author and not the publisher?

MR. STEELE: Absolutely. It has been practised in Canada for -- we have had many instances of it at the local level when we point out specific and unique needs of an area such as this to publishers. Their response invariably is "The name of the game in publishing is writing. You find us a writer, you provide us with a script and present it to us to see whether we will publish it".

DR. JEANNERET: That is exactly the point I wanted to make about educational publishing in Canada. Educational publishing, as opposed to non-educational or trade publishing, is characterized, I submit, by the fact that the publisher approaches an author to write a book, but you did say in the course of your preliminary presentation that the role of the publisher was passive -- you didn't use that

word, but you alluded to his hoping an author would come along with a prepared text. I submit that it does rather work the other way. The publisher's function is to find the authors who are capable of preparing a text and I should judge roughly -- I would hazard a guess that, while nine out of ten trade books are submitted more or less complete without a publisher ever having seen them, nine out of ten educational books are commissioned by the publisher before the writing begins. Wouldn't you agree roughly with that, broadly speaking?

MR. STEELE: Yes, I would where a text is, you know, purely a text, but in the quasi-text field -- I am thinking of history, for instance. Jim Lovekin will be in a much better position to speak to this than I, but we have instances in Canada where publishers have a stable of writers and they grind out, year after year, textual materials that are, hopefully, published as textual materials and a good many of them are used in that way. If I might refer -- I wouldn't be proper to just refer to one name -- one author, to George Gates at the former College of Education.

DR. JEANNERET: Or Jack Sable?

MR. STEELE: Yes. These people prepared -- I am not saying these people prepared their materials from any philosophical point of view or to meet a peculiar or particular need of a country or a province or a region, but rather, they were working in the market.

DR. JEANNERET: Take the George Cates area which has been almost exclusively in the Canadian historical field. By any stretch of the imagination do you expect that material that is suitable for that field could ever come from the United States?

MR. STEELE: No. Let us go back in history a little bit.

DR. JEANNERET: In a rare situation?

MR. STEELE: One of the foremost historians in this country was H.M. Wrong and I can very well remember a little textbook of probably 150 pages that was written by Professor Wrong and that text which just had to be a most superficial effort was used as a textbook, not only in secondary schools in this Province but at the university level and particularly at Queen's University for many, many years. As a matter of fact, H.M. Wrong had a chair of history in that institution. It wasn't until Carl Witke, who had the chair of history at the University of Minnesota published his rather comprehensive and excellent text, in my own view, that our universities began to use another text than that little book of H.M. Wrong's. I don't think, you know, if it is a scholarly work, I don't think scholarship has a national tag on it.

DR. JEANNERET: No. I agree. I have often said that the standards of scholarship are international, but that the interests and preoccupations of scholarship are often regional. It is true that the Canadian social sciences would never have

been developed as they have been developed if we had to depend on British and American publishers and university presses to do it. The Dictionary of Canadian Biography, if I may take a particular example, might have been mounted by Oxford and funded, but it would have been given a perspective which would not -- I am asking you -- would not serve the Canadian needs so much as the international need and this would worry one. I have travelled, if I may make a digression, to countries such as French West Africa and discussed the possible usefulness to them of mounting as a major scholarly project, even very long-term to get ready to do it, the development of a dictionary of national biography and when the suggestion has come up Oxford will do this for us -- and I don't mean to criticize Oxford, heaven knows -- they quickly agreed, "Yes, but it is not what we want. What we want is one that will have been developed from within", to the same rules of scholarly objectivity and so on.

MR. STEELE: Yes, I think anyone has to agree with the greater part of your point of view there. In our brief we have, I think, very definitely pointed to the fact that where a Canadian approach to teaching is significant or different,then that work certainly cannot be produced by any others than Canadians.

DR. JEANNERET: I was interested in the emphasis you attach, rightly, to the advantage

that the foreign publisher tends to have in having access to nationally-funded, very often nationally-funded research programs of major dimensions, whereas a Canadian publisher tends not to have access to such materials. I would submit that another major distinguishing feature of Canadian publishing is that it is being conducted for a very regional market, relatively speaking, and the American or British publisher is publishing for a continental or a global market. This changes his cost base entirely and it means that he is pricing his works on an over-run cost, whereas the Canadian publisher will always have to publish on this much more expensive, narrow, regional cost, unless he can find his continental or global market. Don't you agree that this is of importance to him becoming an exporter if it is humanly possible to contrive it?

MR. STEELE: I think it is not only important, I think it is essential. Again, this goes back to the quality of the product. It seems to me that if a Canadian text can compete in quality with material produced elsewhere, then it will find a market.

DR. JEANNERET: Then I ask you, would it not be desirable for the Canadian publishers to strive to reach excellence in specialized fields, rather than in all fields? Shall we take the teaching of French as a second language? Is there any country in the world which has a better right to claim pre-eminence in research in this field?

MR. STEELE: I don't think so. There is no country in the world at the moment that produces a better audio-lingual series than that published in Quebec, but subsidized by the Quebec government. That is quite right.

DR. JEANNERET: Right. Indeed, we have mentioned Africa as a possible field, the former British colonies in Africa, we often say, have American tastes but British traditions. It is almost a description of Canadian book publishing.

MR. STEELE: That is right.

DR. JEANNERET: Take spellings alone as an example, would that be so? You refer to the Quebec series. That series, En Avant, one of their most popular series is titled "En Avant".

"These are used in many Ontario schools, especially in grades 3 - 5." Is this in Circular 14? I couldn't find it.

MR. STEELE: No.

DR. JEANNERET: Would you rationalize its use, just as a matter of interest?

MR. STEELE: It is used because it is the best. Circular 14 lists those textual materials which are approved for use in this province but there is no way in which the Department of Education can exclude any other work from the classroom. You know, all a teacher has to do is say "Well, I have six copies of the approved text but that great shelf over there of another series is just supplementary work".

DR. JEANNERET: If that is the philosophy of the Department now -- and I take it you say that it is -- I remember not very many years ago when the per-pupil grant in the elementary grades was $3 and so on, and had not been integrated with the per-capita grants, that it was necessary for the publishers to invoice books that were on Circular 14 on a goldenrod invoice form so that they could be approved for accounting purposes to receive their grants from the Department. So when you say there is no way, isn't it possible that there is a way whereby an incentive to use approved materials could be provided in a financial form?

MR. STEELE: Yes, you could provide an incentive. As a matter of fact, we no longer use that goldenrod process any more.

DR. JEANNERET: That was a long time ago. In 1968 the grants were consolidated with the per-capita grant and I ask you, as a matter of information, if you think that it would be feasible politically -- and I use that in a small "p" sense -- to segregate the classroom book grants once more so that the central support, that is, from the government, would relate to books when it was intended to relate to books?

MR. STEELE: It would be possible but from an educator's point of view I think it would be tragedy because, again, I have to go back to our basic position that schools must be free to use the best available materials and cannot be forced,

to any degree, to use materials just because they have been produced in Ontario by Ontarians, or in Canada by Canadians.

DR. JEANNERET: But the regional board under the system I am asking about would be free to purchase books also, insofar as the Circular 14 list is concerned, if it has any significance. Then perhaps the grants might be related to it as far as the central authority is concerned. After all, we are talking about the $3 or $5 or something like that spent on books. We are not sure they spend $3 per pupil on books but, in some cases, they spend more and in some less. If the grants from the province were keyed to the approved books, this wouldn't preclude the other books, but it would make it a local responsibility. Any comments on that would be welcome.

MR. STEELE: Again, assuming that you apply our bench structure to the purchase of textbooks you are very effectively limiting the choice of a teacher to the textual materials he is going to use and this can affect the welfare or otherwise of the student. I don't think that schools exist that should not be considered in any respect to support any particular publisher.

DR. JEANNERET: You are advocating a maximum degree of local autonomy in the schools of Ontario?

MR. STEELE: Indeed.

DR. JEANNERET: You were commenting on inefficiencies and I agree with you in the publishing industry at the present time at the beginning. You alluded to the high cost of desk copies, complimentary free copies offered in the course of promotion, sometimes running even to class volume. Would you see any merit in a proposal such as this -- and this in no way indicates policy on our part -- supposing that those books which are approved on Circular 14, listed on Circular 14, were made automatically available in quantities of one copy to all the schools teaching relevant courses and supposing that there were, by way of a corollary or complimentary negation, a prohibition on the acceptance of copies free of charge by education officers and a prohibition on publications listed on Circular 14 to distribute them, this would

certainly work some efficiencies for the industry which are incredibly important as you rightly point out. For example, when 30 books are listed you can be sure that most teachers are smart enough to get all 30 books and then consider which one they need in quantity and because they don't use multiple quantities they don't need any and the system has defeated itself and either the publisher goes under or the prices go up. Would you comment on that?

MR. STEELE: In the first instance you are no doubt aware that it is policy, it is the policy of our department in Ontario that no employees of the department accept free copies of textual materials. We do not do that. That is a comparatively recent development.

DR. JEANNERET: Except the curriculum branch, I believe, for consideration for Circular 14 et cetera.

MR. STEELE: I don't know whether they accept free copies or purchase them but I am of the opinion that they purchase copies for examination purposes.

DR. JEANNERET: We are talking about the literally thousands of free copies of one title that are distributed?

MR. STEELE: That is right and when you refer to that situation you are really referring to the school situation, aren't you, to the individual teacher?

DR. JEANNERET: Indeed. Competition makes competition.

MR. STEELE: Right. From my own point of view I think it would be almost an unmanageable prohibition. It is very easy to publish a prohibition but most difficult to enforce it. If the publishers themselves do not get together and say, "No more of this handout business", it is almost impossible to do anything about it.

DR. JEANNERET: You have said that the restrictive features of Circular 14 -- and there are mandatory aspects to Circular 14 --are honoured in the breach and there is no way to enforce them.

MR. STEELE: Of course.

DR. JEANNERET: I would like to come back to just one thing and then I will withdraw and that is, that has to do with your central recommendation of a national research development-- R & D organization in this field. If indeed it could become self-liquidating, if that is a viable concept, then, of course, it would be a viable concept for the publishers concerned had they access to the working capital only, to mount such an institution as a co-operative among themselves and now we are into an analogy -- not the same thing -- an analogy to contract education, aren't we?

MR. STEELE: I think you would be.

DR. JEANNERET: But when you talk

about the publication and distribution of textual materials funded or prepared by the foundation being offered for sale by tender to Canadian publishers -- and I presume you mean Canadian publishers -- this raises this basic question of copyright and what they create. Copyright is a quantitative rather than a qualitative matter, it is a verbatim expression. Isn't it fair to say that this central institution would operate very much as parallel foundations in teachings of English and mathematics and so on that the States have and really create an approach, a philosophy, a theory, in which textbooks would be written by authors out there under contract of the publishers; in other words, something which would not of itself be the subject of copyright.

It seems to me that this would leave the publishers in a creative role but the leadership would be given by the central body. Isn't that likely to be the case rather than that the specific concrete text would be forthcoming from the central research institution? We are speculating, I know.

MR. STEELE: I am not sure that I follow you entirely. You are referring to the question of copyright.

DR. JEANNERET: Copyright relates to a verbatim text. Do you see this central research institution actually writing the finished textbooks?

MR. STEELE: Not as an institution but I do see the foundation, if I might call it that, contracting with a team of reseachers, authors, et cetera, to prepare the script for them.

DR. JEANNERET: But that would become a pilot script surely and it would be like the American arithmetic series which remarkably was published by Yale University Press and they had a monopoly for about two years and every educational publisher using that as a pilot was in the field. Isn't that more likely what would happen?

MR. STEELE: I really don't see why that need be so. Surely the terms of reference of a foundation could exclude its right to publish or its right to copyright.

DR. JEANNERET: Well, one final question. Where does the Ontario Institute for Studies in Education fit into this hypothetical role of foundation? Doesn't it have all the machinery and possibilities to discharge this function to all intents and purposes, at least on a provincial basis?

MR. STEELE: I believe they do and, as a matter of fact, that part of their budget which is designated for research purposes might well, a good chunk of it, be directed to this purpose.

THE CHAIRMAN: Devoted to this purpose.

MR. STEELE: Yes, because up to this point it has not been largely used for that purpose. I think I am referring probably here to the fact that the Minister in this fiscal year has not handed over to OISE its full research budget. The Minister is controlling a larger percentage of that. In other words, he is saying that the Department of Education will contract with OISE for some specific research project which the province feels needs to be done in this province.

DR. JEANNERET: This gets us into the dilemma of directed research I know and as a scholarly publisher I know what this means but some degree of it does seem to be necessary. Well, just as long as we leave the question of the present situation in its right perspective and that is when you point out that there is no Canadian, in the sense of national, market for textbooks and imply that this might be co-ordinated in some way or other, I am inclined to ask whether or not there is such a thing as a provincial market for textbooks any longer because of the rise of multiple adoptions and because of the rise of multi-media. I suppose it is this fragmentation, dispersal of effort, coupled with the inefficient competition that is involved that brings us to this point.

MR. STEELE: I believe it is more basic than that. In most of the provinces of this country the provincial market is fragmented

along racial or linguistic or religious lines so that textual material which might find acceptance in one of those fragments is unacceptable in the other two.

DR. JEANNERET: But it no longer enjoys the degree of acceptance in one of them that it did ten years ago by about one in ten?

MR. STEELE: That is right and I think you are touching another significant point here and that is that no longer can the printed page be considered the only textual material and this is precisely what I mean when I refer throughout the brief to the publication of textual materials rather than textbooks.

DR. JEANNERET: Printed materials?

MR. STEELE: Right.

THE CHAIRMAN: Well, I have listened to this engagement with great interest, I assure you. The time allocation is brief but there are certain questions that follow from what has been discussed. I found, Mr. Steele, that one of your remarks was of great interest to me and that is you said that the school system should not exist to support a particular industry. I am also taken by the statement on page 3 of your brief which relates to our general position. I would like to ask you what your position is but you say:

" We feel that such consideration as the creation and perpetuation of a

1 " Canadian identity, or the survival
2 of the Canadian publishing industry,
3 are not educational concerns per se."
4 Now, do you consider that the educational system
5 in this country does or does not have any
6 functional role in relation to a Canadian identity?
7 MR. STEELE: Yes, of course it has.
8 I don't think there is anything you can do in
9 any school that to some degree or another does
10 not have a bearing upon this question of Canadian
11 identity but the point I was making here was that
12 if we are to look upon the Canadian publishing
13 industry as a viable industry for one reason because
14 it is necessary to foster and perpetuate a Canadian
15 identity, that that is a publishing problem and not
16 an educational problem.
17 The next sentence, I think, is
18 really what I am concerned about here, that in
19 this country where our economic councillors advise
20 us that by the end of the 1970's two services
21 alone will have absorbed the GNP of the country
22 and that is health and education that we must not
23 saddle education with this responsibility for
24 furthering Canadian identity if it is going to
25 result in a higher cost involved in the preparation
26 of textual materials and this sort of thing any
27 more than education could have been charged with
28 the --
29 DR. JEANNERET: But it is a
30 responsibility of education, is it not, is it not a

public responsibility to ensure the inculcation -- I don't use that word in the sense of indoctrination -- of an awareness of Canadian identity, forgetting about textual materials?

MR. STEELE: Right.

MR. STEELE: In the wider sense, right, of course it is.

THE CHAIRMAN: I don't have any further questions, Mr. Steele, thank you.

DR. JEANNERET: Thank you, Mr. Steele, it was a very interesting submission.

MR. STEELE: Thank you.

SUBMISSION OF THE CONFEDERATION COLLEGE BOOKSTORE

THE CHAIRMAN: We have with us, Mr. Warren Goodwin, who is Manager of the Confederation College Bookstore. We welcome you. Would you please give us your remarks?

MR. GOODWIN: Thank you very much. My remarks are going to be very brief. I am sorry that I didn't have the opportunity to prepare a formal brief for you. I will preface my remarks by mentioning that I have been only acting in the role of a bookstore manager at Confederation College for a period of several months, hardly long enough to become fully conversant, or even partially conversant with some of the problems of book publishing, the book publishing industry, but I do have some first impressions that I have gained in this role which I would like to pass on.

These concern two main areas: First of all, the cost of textbooks and textbook return policies.

First of all, regarding the cost of textbooks, according to the statistical and economical analyses of the book publishing and manufacturing industry in Canada which were prepared by Ernst and Ernst, Management Consultant Services in October, 1970 for the Department of Industry, Trade and Commerce, they indicate that textbooks represent approximately 50 per cent of the 1969 publishing sales volume, amounting to a $111 millions which forms the backbone of the book publishing industry in Canada. We have seen textbooks this past year and we have had numerous complaints from students, as I am sure most bookstore and university college bookstore managers will bear me out, numerous complaints by students of the increasing cost of textbook materials, textbooks. I have an example here. Certainly it is not the only example that we can bring forth. Undoubtedly many, many other instances which I have not really had time to pursue exist, but we realize how necessary it is these days to keep up to date and well informed in our rapidly-changing world. Of course, textbooks are currently being revised or possibly being revised to take the changes into consideration. I am wondering whether all of these revisions are completely necessary. We have, for an example, the textbook, Salesmanship Principles and Practices by Houghton, A. Peterson and Milburn D. Wright which was published by Richard D. Irwin Incorporated. They brought out a fifth edition in 1971 which really only varies, or is

modified from the fourth edition in 1966.

DR. JEANNERET: What is the subject?

MR. GOODWIN: Salesmanship. Practically all of the chapters are the same. They have changed them around a bit. One new chapter has been added and some of the examples have been updated. Basically it is the same text. Students who have purchased this fourth edition last year, have not returned the textbooks. Nobody is interested in them and any of the bookstores that have been caught with the previous editions on their hands find that this year they cannot return them unless they have a very lenient supplier.

The second point concerning textbook costs is that of the hardcover versus the paperback costs and while we all recognize that the hardcovers are a much more superior type of cover, we should also recognize that the retail prices are substantially higher as well. To cite an example, the book "Body Language" by Julius Fast, this is worth $4.45 in the hardcover as compared with the paperback at $1.50, a difference of $2.95. This is perhaps reflected in the different markets that may be available for these books, possibly bookstores might be more interested in the hardcover for resale purposes, but certainly there is a much wider market for the paperback and, hence, the volume, production costs would be down because of the larger volume.

This is one indication of the savings that would be realized with the use of paperbacks and

I think with -- if the publishers do plan on continuing constantly revising their editions, they should consider the adaptation of more paperback editions, certainly if the materials are going to be changed within three or four years, a paperback would be almost as serviceable as a hardcover book.

The second area of my concern is in the textbook-return policies and many of the publishers -- I should say the return policies of many of the publishers are almost as numerous and as varied as the publishers themselves. It is something, I suppose, that has to be, seeing as how they are all independent companies, but we would like to see more standardized approaches by the publishers in setting textbook return policies. It is virtually impossible for a bookstore manager to predict with any degree of accuracy at the beginning of the year -- when I talk about the beginning of the year, I am talking about June, the month of June, when we have to start seriously considering quantities of textbooks that we have to order for courses. These numbers are determined by the numbers of books that we buy back from students. They can be influenced by a list of anticipated enrolment figures or sometimes course changes in the estimates. Since it is a good policy to get your textbook orders in to the publishers early to ensure delivery in September, it is sometimes not until September you know how accurate your guesswork is. At the end of September you have to

ponder on the advisability of returning texts, providing you can get the publisher's approval to pay return freight and in some cases, incur return penalties, or you have to try to determine whether you will stock these texts for an additional year hoping that in the meantime they have not decided to revise the text. We have had approximately $3000 in the past two years that has had to be a write-down due to textbook materials that have not been able to be returned.

DR. JEANNERET: What turnover?

MR. GOODWIN: Approximately in the last two-year period, I would just have to venture a guess on that of between 100 and 110,000.

That concludes the remarks that I have to make at this time.

DR. JEANNERET: First of all, what textbooks are we talking about, Canadian or imported? for the most part?

MR. GOODWIN: For the most part, I would think they are American texts that have been imported by Canadian publishers.

DR. JEANNERET: I am not surprised. I would assume the larger proportion of them would be imported from the U.S.A. and the Canadian publishers or agents have no direct control over the original price, although there is a problem of marking up sometimes, which you did not mention. I would like to comment on a couple of things and ask a couple of questions. Let me ask you this:

Would you agree, from your experience to date, that textbook pricing is much more susceptible to the competition factor than trade book pricing is? In other words, the textbook, for a particular course that costs $1 more is less likely to be adopted, isn't that true? The decision to use is made in the Department, isn't it?

MR. GOODWIN: That is true, in my experience. I don't think there would be the deciding factor in the final decision.

DR. JEANNERET: I have found that a differential of 25 cents can knock out a textbook when there is a wide range of competition and bringing it down 25 cents, there is a disproportionate increase in adoptions. I agree with you, this is not the first factor that is considered, but, as compared with the decision to purchase a non-textbook, it is a very, very competitive field and because it is competitive, it brings up this question of the paperback approach that you mentioned. We have heard some submissions and I know of this area from personal experience, we have heard about paperback myths. There are, it is true, many books published in hardback at $6 or $7 and available in paperback at $1.95 or $2.25, the mass-market paperback at $1.25. Almost without exception, but not totally, there is a vast distinction between the two. The hardback has to come first to carry all the original compilation and production costs. The paperback is a reprint. The difference in cost is very little due

to the difference in manufacturing costs, the binding. The binding difference might be 30 or 40 cents. It is a marketing difference and the paperback is sold as part of a paperback line, normally.

MR. GOODWIN: Right.

DR. JEANNERET: And this has to be promoted as such. If it is true that it would be more consumable and so on, the competition factor being what it is, more textbooks would be offered in paperback if it were -- excuse the expression -- profitable to do so. It would be more profitable to do so to vastly increase the use of them. The hardbacks that are offered in the first instance are normally resold, very commonly resold. The competition alone would encourage the publisher to offer a paperback wherever possible. I would like you to comment on this. Isn't it true that the rise in the quality paperback has transformed the college store in recent years?

MR. GOODWIN: I speak from my experience of the past six months, but certainly there does seem to be a much greater evidence of textbook material being used in universities and the colleges in paperback.

DR.JEANNERET: These tend to be reprints, however, these are listed as reading courses or reading texts rather than used as basic textbooks but it is my experience that these are playing a larger role in education but that the basic textbook in calculus or whatever it might be still tends to be offered in hardback and still tends to be passed on in one way or another or kept permanently. It has been experimented with, a paperback edition of those original basic textbooks and it has not worked out too well from a publishing standpoint or it would be indulged in more frequently.If it appealed to the public then it would be practised, if you follow me. I think this is a reasonable assumption.

On the question of returns policies this is a matter of forecasting markets and as you say the problem of forecasting your local market is very difficult. Isn't it reasonable to suppose that the publisher has a parallel problem in forecasting his market and that the more the returns the more up the overhead of the whole operation?

MR. GOODWIN: I would assume that this was a problem, sir, much the same except that they are national and his opportunity of moving these textbooks would be much better than that of us disposing of them to other students.

DR. JEANNERET: I am surprised

you say that at this distance from Toronto you are doing your best to estimate the requirements in June. At the University of Toronto we require all departmental estimates to be in by May 1st and it is generally true and used to be more so, that even American publishers are running off their autumn printings on the basis of estimates received back from their agents and so on, in the course of the summer. That is not much of a lead time that you are giving publishers to acquire the books and you must run into all sorts of problems of availability, don't you?

MR. GOODWIN: We have done rather well this year. We do start in May but it is usually June before we are able to give our potential orders.

DR. JEANNERET: We have been told by some leading textbook publishers quite independently that returns in the college field have run from 15 to 20 per cent of sales and this in itself is a fairly heavy expense. It really doesn't have a great deal to do with Canadian publishing as such, of course. We are primarily concerned with the latter. Do you use many original Canadian college books?

MR. GOODWIN: Very few.

DR. JEANNERET: We are interested in encouraging publishing at the level of the community, Colleges of Applied Arts and Technology level and any further major concessions required --

and I don't know what you are asking for from publishers -- would limit the possibilities even further of securing that type of publishing in this country. I think all the problems you mentioned are very real because we have heard them everywhere but one tends to hear them at each level, the student's problem of cost and he probably blames the bookstore and the bookstore blames the Toronto publisher who blames the American publisher and so it goes and competition is the final excuse, but they are not usually capable of solution. If they are not hopeless I suppose some of them can be dealt with. If you have any proposals to make at any time, they generally accept, have a very liberal returns policy in the textbook field. I don't know if you will agree with that. Is that so? Many of them accept 100 per cent.

MR. GOODWIN: We do have problems with a few of them. If you are stuck with some at the end of September and the course is running the following year it is a question of opinion whether you will return them or keep them.

DR.JEANNERET: I don't say this in defence of the publishers exactly because I am on your side too, but what does the publisher do with them if you send them back? That is the other part of the problem. He has the same problem on a national scale.

MR. GOODWIN: He can send them to

where they are required.

DR. JEANNERET: The trend though in adoptions is less and less uniform throughout the institutions. It was different when only one was used in that field as political science like Canada's government and so on and they could be held centrally but with the multiplicity of courses offered, especially by the colleges of Applied Arts and Technology it must become an increasing problem to stock for them at a central point. If you do have any specific proposals at any time in the next short while as to what could be done other than just telling the publishers to take everything back and stop complaining about returns and so on, just a variation of your own problem, some specific proposal regarding perhaps centralized displays of resource material that require adoptions by the colleges either one or two months earlier and that sort of thing, please put them into us by letter and we will welcome them.

THE CHAIRMAN: I have only one question. You mentioned that very few Canadian texts are in your store, is that correct?

MR. GOODWIN: Yes.

THE CHAIRMAN: Why do you think that is so?

MR. GOODWIN: Well, the selection is left to the masters, of course, and I would assume they are selecting the texts that they think are most appropriate for the course.

THE CHAIRMAN: So, you are directed if you will, as to what texts you will require?

MR. GOODWIN: Yes.

THE CHAIRMAN: What is the percentage do you think of texts which are Canadian in origin which are specified to you, out of the whole?

MR. GOODWIN: I have never made an analysis of that type.

THE CHAIRMAN: Take a guess.

MR. GOODWIN: I would hazard a guess at probably 40 per cent.

THE CHAIRMAN: 40 per cent?

MR. GOODWIN: 35 to 40 per cent.

THE CHAIRMAN: That is more than a few.

MR. GOODWIN: As I say, it is not my choice.

THE CHAIRMAN: Thank you very much for coming. We will take a brief break for about ten minutes.

---Recess.

SUBMISSION OF PROFESSOR J.P. LOVEKIN

THE CHAIRMAN: We have with us now Professor J.P. Lovekin of the Faculty of Education, Lakehead University.

Professor, you have given us some material, we have looked at it and if you would be kind enough to touch on the high points of your brief that you would like to make, and if you have things to demonstrate to us we are most

interested.

PROFESSOR LOVEKIN: Thank you very much. Before I give the substance of this presentation I wish to thank you for the courtesy and efficiency of your two secretaries, Mr. Couse and Mr. Fleming. It is loyalty like that that makes a venture like this a success. I would also like to express appreciation to the Commissioners for having come here. I see the Chairman's enthusiasm is contagious.

Before I go into the substance of this presentation I would like to suggest to the Commissioners it is beyond my area of competence, library schools and so on, which are just not my profession. Therefore, I hope you will bear with any inaccuracies. I am certainly open to suggestions from the Commission.

The focus of this paper is on the needs of Northwestern Ontario, for primary schools, secondary schools or high schools for example, or schools like Bergland or the little elementary schools in Northwestern Ontario on the C.P.R. line farther north. I am not speaking to the needs of the schools in Thunder Bay or materials in the Golden Horsehoe. They have resource centres and they have the services of libraries and I am not concerned with the Lakehead University or its colleges. However, I would like to suggest that in attending to the needs of these small and isolated schools that it may well be that you

include a larger service.

Now, coming to the problem, I draw the Commission's attention to these facts. The salient characteristics of courses of study today is flexibility and on examination you will see courses of study, the approach to be taken thematically. I am sure the Commissioners have a copy of this pamphlet. If you look at page 8 they suggest that the approach to the question is schematic and on page 12 they suggest certain things, but these are in no way proscriptive. Flexibility means flexibility for the students as well as the teachers. Because of the nature of the courses it is impossible to anticipate in advance with any degree of accuracy just where a class will go, which theme you will choose to pursue. Small schools cannot carry libraries of a size where they are prepared for whatever tack a given class is maintaining. It becomes impossible to order in advance reference material you will require. It is impossible in these days, of course, and you can sit down --

DR. JEANNERET: What level are you talking about?

PROFESSOR LOVEKIN: I would suggest that all levels of education have emphasis on flexibility in responding to these.

THE CHAIRMAN: What do you think of that approach?

PROFESSOR LOVEKIN: It is a

concession to necessity. We live in a generation where young people simply will not take direction. They go into class and say, "My superior says I have to study this from now until next June". They have to be intelligently taught. In other words, what I am stating is, I am not making a value judgment, I am just stating the facts as they are.

DR. JEANNERET: I don't want to anticipate what you are going to say but what do you think about the concentric approach which provides for a kind of core approach where you do an overview, perhaps a week or less, and perceivably again over two months, and you break into your thematic studies as you go along but it guarantees a perspective? Have you any views on that score?

PROFESSOR LOVEKIN: Yes, I think that is where the text comes in.

THE CHAIRMAN: Do you have to have a close line?

PROFESSOR LOVEKIN: A member of the school board said, "What is this?" and the Board said, "It is one damn thing after another". What I am saying is there must be a quick way to respond to the needs of the school or in radical terms you have to have a very valid way of laying your hands on resources you need as the course evolves.

At this point I would like to make a distinction between available and procurable resources. I am of the opinion, and again I stand subject to correction by people who work in this field, but I am of the opinion that there is quite enough Canadian material available in the sense that it does exist, but it is not procurable, particularly by small isolated schools. It isn't procurable because they can't find it. Now, if my arithmetic is any good, there are something like 201 firms listed in Quill and Quire, publishing houses or agents anyway, who are all Canadian.

DR. JEANNERET: That was a statistic I quarrelled with when I read the first brief.

PROFESSOR LOVEKIN: Canadian in the sense that they are doing business in Canada.

DR. JEANNERET: Agencies, there are only 43 publishers in the Book Publishers' Council and beyond that, count a dozen, and those are the only firms with addresses in Canada, leaving out the French Canadian for the moment.

PROFESSOR LOVEKIN: As I say, this is something where an amateur could make a mistake.

THE CHAIRMAN: That is basic information that you have obtained. We would not be concerned about it.

PROFESSOR LOVEKIN: I am just going by offices in Canada. Without being a trained librarian it is virtually impossible to find out what they have, and this brings me to this "good yetable"

approach. When teachers get together every leading teacher is at the table and the whole school all put the material on the table that they found helpful. People are stepping around making notes, et cetera, et cetera. So you have this problem with the teachers.

Let me go to the problem of the publishers and I think for want of quick and ready communication with the teachers, their inventory must be exceedingly sluggish. We will find that a book has been in print as much as 3 or 4 years before we ever get our hands on it. Meanwhile, interest charges have been piling up and this must be a severe burden. So, to bring this into a point, the schools, as never before, want books. The schools want books more than they ever did before. One text was sufficient to teach when I went to school but today you require -- it would probably be in the nature of 7 or 8 books per student in a history course and you need that many books in the library to support one of these flexible programs so the market is expanding incredibly. The publisher at his end, wants to move the inventory and the hub of the whole problem seems to be to find some way to get the two together, bring the marketer and the supplier together in an economical and efficient way.

When I am speaking of these features, I would like to just interject here that teachers have special needs that may occur to a librarian

or a bibliographer. Teachers need to know such things as what is the reading level of the book? That is very important for us. Is the book well illustrated? If we have a non-print student, technical or occupational students, if the book isn't well illustrated, if it is packed with type, it will turn those students off completely. So this is the sort of information we need.

Now, a good deal of this information comes to us through Circular 14, but in Circular 14 there is a tremendous time lag. The Department just does not have the personnel to turn it out frequently enough, although they do turn it out and they do put out amendments. The amendments are slow and it would be a great stretch of time between when the book is approved and they get around to the next printing of amendments and then you probably have gone over your budget year and there is a time lag in there of months.

I would like to suggest what would appear from the outsider's point of view of a possible solution. I would like to draw attention to the Kodak Miracode system and I believe the Commissioners have the literature on this. It is simply a system of putting bibliographic information that is used and put in indices, photographing it on film. The edge of the code is sensitized in such a way that a librarian, familiar with the classification system, when a teacher wants information in particular areas, they can call on the machine and

the Kodak people search through a million entries in ten seconds and give you a print-off. This is a tremendous time saver. The virtue of the system, as I see it, is that it is always readily available if teachers, for example, want to know various book reviews, if you have a trained librarian there are ways she can get this for you, but the schools I am talking of don't have these services. Teachers would do well to buy on the basis of reviews from reputable sources so we would like to cover reviews. That can be fed into this system.

You could also feed into the system the table of contents and the index. Suppose a student wants to know the economic impact of publication annually of a certain volume; it would be an easy matter to feed the machine the index to recall the annual figures and get the print-of and order accordingly.

DR. JEANNERET: Just to clear us on one point. I think I know the system. I did study it at one stage. It is not an on-line system, is it? That is an on-line system with terminals at remote points. You make the material available on microfilm and at a terminal, don't you?

PROFESSOR LOVEKIN: Yes. When I first looked into this, that was the problem, that the machine would be in Toronto somewhere. It would have to be because of the cost and how could it possibly service the outlying school? That is why I made a supplementary brief because, in my first

brief, I was hung up on the very point you just made. At this point I should like to call on the Xerox representative because I think here is an answer to Dr. Jeanneret's terminal problem. I think he will take no more than five minutes or so to give you a demonstration of the Xerox 400 Telecopier and perhaps we should pause at this point.

---(Demonstration)

PROFESSOR LOVEKIN: A teacher can simply call in and say "I have a class interested -- an elementary school class -- about the life of children in Mexico, or something like this". They can talk to the regional office and the regional office, all the regional offices have direct lines to Toronto. Your request will then be referred to the bibliographer at the regional library in Toronto. The bibliographer identifies the classification system where this could be found and then activates the machine, if that is the word, and the machine would give the bibliographer the print-off. The bibliographer then could return the call to Mr. Steele's office and, in this way, transmit the material.

DR. JEANNERET: At the rate of one page every four minutes?

PROFESSOR LOVEKIN: The regional offices have direct lines. Three minutes, I understand, if it is ordinary type and four or five

minutes if it is more complicated.

THE SALESMAN: There is a four-minute setting and a six-minute setting.

DR. JEANNERET: At the rate of one page every four minutes?

THE SALESMAN: That is correct.

PROFESSOR LOVEKIN: And it can be a shorter or longer time, depending, so that I think that that was the satellite problem the Commissioner spoke of a while ago.

DR. JEANNERET: We are asking ourselves whether or not the schools are so concerned with Circular 14 as to make this relevant?

PROFESSOR LOVEKIN: Might I ask the representative of Xerox if the Royal Commission recognizes -- if he would care to remain a moment, if anyone in the audience wants to see the demonstration close-hand?

THE CHAIRMAN: That would be a good idea.

PROFESSOR LOVEKIN: This brings me to the recommendations contained in my second submission. I would respectfully suggest to the Commission that the Commission, with more time, examine the possibilities of the Miracode and the Xerox 400 Telecopier and then, if you feel at that stage that it is worth pursuing, that you pull up from the Department of Education, the Superintendent of Curriculum for History and Social Studies, this is one area where we have this avalanche

of material and the English department has a problem and some of the provincial library services, and look again at the possibilities carefully. I hopefully feel that the submission will overcome those two obstacles and the Commission will find it possible to go to Laval and see this actually being used in an academic context.

DR. JEANNERET: I have visited Prof.Fortier a Laval and we had his department, or we authorized his department at his request to prepare something that you would appreciate as an historian, and that is a central index to the Canadian Historical Review using computerized techniques, as far as they keyboarded everything in and the computerized output, organized it alphabetically for index purposes. It did have one major fault and that is it was quantitative and not qualitative and it did not index a single idea. If the word "war:goes in, it comes out 17 different ways and you get all sorts of inconsequential meanings as well as relevant meanings. I don't say that to criticize it at all, but it is a very interesting operation.

PROFESSOR LOVEKIN: I heard the expression "Out of sight, out of mind" being used with the computer. It is invisible and insane. Nevertheless, this is my submission and I would hopefully think it could be realized. I think it would contribute materially to accelerating the turnover of inventory from the publisher's point of view. It would be a tremendous service to these

isolated schools and, indeed, any school. I would suggest that for a minimum investment, really, this service could be put into the library and the returns, both to the trade and to the school would all be proportionately helped.

DR. JEANNERET: Are you suggesting that it would be used primarily to scan available hard-print material or as a method of procuring information that is not in published material for direct use in the school? There are two different things there.

PROFESSOR LOVEKIN: They are two different things but really they count as the same thing.

DR. JEANNERET: Not from the standpoint of the publisher.

PROFESSOR LOVEKIN: If a teacher finds out then, of course, the teacher realizes that he should have this book. It is not printing the pages off for him: it is merely identifying that this is a good book for such-and-such a purpose.

DR.JEANNERET: It seems to me your illustration indicated that it is printing the pages off that he needed.

PROFESSOR LOVEKIN: Oh, no.

DR. JEANNERET: It couldn't?

PROFESSOR LOVEKIN: No, I can't see that at all. I think that would be a perversion of the whole thing.

DR. JEANNERET: Nobody knows better than Xerox what I am talking about because it has to do with copyright, but at the same time let me make my position clear and that is that I have no hesitancy in saying that education must utilize to the ultimate the new technologies but we must be careful that the new technology does not inhibit creativity and we have got to work out some kind of a marriage between these two social objectives.

PROFESSOR LOVEKIN: I am glad you

brought the point up. This, I think, if it were implemented in terms of reference and was used for the purposes for which it should be and the purpose for which it would be used would be to give teachers in any school adequate bibliographic service. That is point 1 and point 2 by using something like a table of contents and an index to assist them in identifying which particular books they wished to obtain but it should be very, very carefully limited to that.

THE CHAIRMAN: Do you consider that the information which you have been talking about really should be judged by an agency, assuming that a bibliography was going to put together the information that you have described in your brief, should be available to teachers?

PROFESSOR LOVEKIN: Yes.

THE CHAIRMAN: In other words, we have just done the review of the book, it is well illustrated and things of this kind. Who would you conceive of taking that responsibility and compiling the information that would be transmitted?

PROFESSOR LOVEKIN: The provincial library services are available in all these centres.

THE CHAIRMAN: I take it in the way you approached this that it is going to be a function in your view primarily of the Department of Education and the provincial library system?

PROFESSOR LOVEKIN: Yes, because we come back to Dr. Jeanneret's distinctions. If we are just supplying bibliographic services then I can see it would be perhaps a function of the trade but when you add the aspect of identifying contents, not reproducing contents, I guess we have to say that, not reproducing contents but identifying them, then it also has an educational function and I would suggest we are in an area where the Department of Education and the trade can serve the mutual interests by co-operation.

DR. JEANNERET: I would like to say again that I subscribe unreservedly to the principle that we must exploit the new technology in every possible way but at the same time I think it is incumbent on us -- this is not to discredit the proposal at all -- I think it is incumbent on us as we move forward, not to be captured by what I like to refer to as the flashing light syndrome and we should work out the cost benefit analyses in advance and be sure that we are not using a crowbar to open a peanut. I am not saying we are here. It is conceivable that if you costed out the program you are describing, we could endow every school with a free library of 3,000 books. It is conceivable. I am not saying that it is and I am not saying this to set aside this trend entirely but I think we have to keep our feet on the ground and decide

what our priorities are as we expand the facilities because even the facility that you have described here allows a teacher to scan with a view to choosing one page every four minutes. If she spent all her time doing nothing else she could do much better in the library.

PROFESSOR LOVEKIN: I appreciate the Commission's premise that the basis must be accountability and, therefore, this has to be costed carefully. The cost, as I see it, will be one Kodak installation for the whole province. The Xerox installation rents at $60 a month and that could be accommodated in the offices of the Regional Director of Education. There are 600 offices which could use this service. I think that you could bring the costs in line.

Then you come to the economy of time. This service should not be used to reproduce contents of books. It should be helpful to find the title and helpful to find what is in the book.

DR.JEANNERET: You didn't include the line rental on that, you just included the rental of the installation.

PROFESSOR LOVEKIN: The telephone services are already available from the offices.

Now, the second part is, heaven forbid that teachers should use this to scan a book. All they need is the information to give the title and the information so that they can index and table

the contents so they can get some idea of the contents but they should not be transmitting the pages from the book.

DR. JEANNERET: Well, some pages.

PROFESSOR LOVEKIN: I just don't see what condition it would be sent out in. If you ever sent out one you would have to send it all.

DR. JEANNERET: You would have to have some kind of print-out of selectivized information, selected information which would involve the computer feedback rather than merit-load. You would not be taking hard copies per page, you would have to have something that included on one page a great deal of information.

PROFESSOR LOVEKIN: The virtue I see in Miracode is that in order to have information easily obtainable, you feed that in, Now, the further you get down the line you can feed something else in and the machine will recover from various places in the system so that you don't need to consolidate the information in any one frame.

DR. JEANNERET: Each piece it recovers is what, each frame that it recovers is what?

PROFESSOR LOVEKIN: It would be a print-off.

DR. JEANNERET: Of a page?

THE CHAIRMAN: The print-off would be a page.

PROFESSOR LOVEKIN: Yes. I am trying to

stay away from pages of the text. Each print-off would be on a sheet so that it is conceivable to go back to our friend Hannibal again that you might get four sheets on Hannibal.

DR. JEANNERET: We have not reached this stage of enthusiasm through use of traditional information, recovering techniques, such as the work known as Canadian Books in Print which lists every Canadian book in print. I would venture to say it is not in one school in 500 in this province. That is an estimate, perhaps I should say one in 200 and then Canadian Books in Print should be available and is not available via a subject guide to its contents the total expenditure of avery few thousands of dollars would make a subject guide to Canadian Books in Print available in a quantity that could be available in every school and now we are getting somewhere, but we have not gone through that stage in the evolution of this.

PROFESSOR LOVEKIN: Yes, I think I have seen a revolution in library schools in my teaching experience and not only do they have professional libraries now, even medium sized, but what is more important is the librarian has the proper bibliographic tools.

DR.JEANNERET: My figures about Canadian Books in Print are right because I know the total sale is about a thousand copies, including all exports.

PROFESSOR LOVEKIN: That is discouraging, isn't it? I must come back though to the case of a small isolated school.

First of all there is the problem of putting in a person being knowledgeable to use it and even if he could get Canadian Books in Print in these isolated schools, I very much doubt if Canadian Books in Print would produce the information we need to work from. For example, coming back again to the recovering of reviews, you see most publishers cannot afford to send representatives into these small schools. They really need information that is not available through ordinary bibliographical sources.

THE CHAIRMAN: I think what you have done is that you have ascertained a particular need, that is to say, for these schools in isolated communities which are often overlooked. They are just gone by. Any isolated community suffers from this phenomenon. You are concerned about that and what you have done is put together an approach to assisting the school systems in these particular places. That appears to be an approach which we will examine because it indicates that there is going to be some effort simply by an adaptation of this kind which can be very useful indeed and which admits Canadian Books in Print and things of this kind. What you are looking for is a direct communication facility to the outside world, if you will, which

most northerners who are remote call the other places. That is what you have brought before us and I think it is an excellent beginning. I think that is what you are telling.

PROFESSOR LOVEKIN: It is only a beginning and has to be used intelligently but in examining the thing we find that we are misunderstanding each other. I am speaking really of the social value. I am saying that the child in the most remote school in this provinee has the same right as the child in the Golden Horseshoe. Dr. Jeanneret was quite right in pointing out costs and we have to be realistic and practical. If the cost is exorbitant we can't absorb it but if they have a social and economic value I am coming down heavily on the side of social value.

DR. JEANNERET: I was really asking, is there a more economical way of achieving the same end result?

PROFESSOR LOVEKIN: You find it, I will buy it.

THE CHAIRMAN: Well, we appreciate very much, Professor, your bringing this to our attention. It has been most useful. It is really the first run-through we have had. For me personally I am involved in the establishment of new universities in the Yukon Territory and the Northwest Territories and we are very much involved with the transmittal of information by

in effect, telecommunications and other means. I think we will probably wind up with a university which is quite different than anything else which will have to serve people as far as Whitehorse on the one side and as far as Frobisher on the other, on the same academic network, and to me this sort of thing is enormously interesting.

In that instance you may well find we will find where particular texts are, in fact, called up in cases where it is a necessity. In any case, this has been enormously interesting and it is going to be very valuable to us.

PROFESSOR LOVEKIN: I find the Commission's assurances of some follow-up investigation very reassuring.

THE CHAIRMAN: Thank you very much, Professor Lovekin.

Mrs. Laban, you have been asked to speak to us. I understand you are the bookstore manager of Lakehead University. I saw you in the audience responding vigorously to some of the statements that were made. Please do go ahead.

SUBMISSION OF MRS. P. LABAN

MRS. LABAN: Mr. Goodwin's address to the Commission brought up some points I have felt very strongly about for several years. I have been the bookstore manager of Lakehead University for five years and have thus had more time to become bitter about publishers, Canadian or otherwise. One of the things I would like to bring up is the Canadian representation of American firms. As far as I am concerned, it would be well if it was done away with altogether because the only thing that happens when an American publisher is represented by a Canadian company is that it makes the books more expensive and more difficult to get.

Very often I place orders with the representative of an American firm and about three

days later I get a little notice saying "Out of stock" 3 to 4 weeks". That all means they have taken my order and sent it onward to their American counterpart. It would be far easier for me just to order the books directly from the source in question.

DR. JEANNERET: You do this for a lot of books, I guess?

MRS. LABAN: I can do it unless the representation is so bad you can't deal direct.

DR. JEANNERET: When they have not got the representation on an exclusive basis, you pretty nearly have to do it, so you must do it a good deal.

MRS. LABAN: Yes, when I can.

DR. JEANNERET: How do you find it in those cases?

MRS. LABAN: Much more convenient.

DR. JEANNERET: How do you send the books back to the United States on a return?

MRS. LABAN: As books being returned to country of origin.

DR. JEANNERET: No difficulty?

MRS. LABAN: Not much. Sometimes there are brokers on the other side of the border who grab hold of your shipments and will invoice our store for brokerage privileges but we try to circumvent that by putting notes on it saying "Clear this through directly. No broker fees will be paid". This has worked. I have a rather

horrible example here of this agency system. It concerns a specific book called "Psychology Today" which is used in the first year psychology at our university. I get it directly from C.I.M. Books in Palo Alto, California. It retails in our store for $13.60 and we buy it for $10.88 and that is the usual text discount. I have here a little circular from Time-Life books represented by Doubleday Canada Limited offering Psychology Today on this basis:

> "Just fill in the postpaid order guide and you will have the book by return mail. If you decide to buy Time-Life Books will save you 25 per cent on the publisher's list price of $24.95. You will be billed for only $17.95 plus shipping."

DR. JEANNERET: This is not addressed to the University. This is addressed to the general public?

MRS. LABAN: I realized that when the publisher was questioned on this. I was told that was the trade price of the book.

DR. JEANNERET: I was going to ask you if that was not the price at which a 40 per cent discount would be given in Canada and this would depend on circulation through the bookstores at $24.95. I don't know the history of this book but that would be what I would assume.

MRS. LABAN: It seems to me there is a tremendous discrepancy in price. It is almost double.

DR. JEANNERET: It does put the university college store in a bad position.

MRS. LABAN: Yes. Of course, the desk-copy problem is another factor that increases the prices of books tremendously. I know how many desk copies are unsolicited even. A professor will come in and say "Look at all the books I got. I don't want them. Will you buy them from me?". Sometimes we do and more often we don't.

DR. JEANNERET: You are going on record as saying as a college store you purchased books that were sent free in the course of promotion to professors and the the professors deliver them to you and take money from you and put it in their pockets thereby running up the cost of textbooks to the students?

MRS. LABAN: They didn't ask for those books. They just them given to them by the publishing houses.

THE CHAIRMAN: It is there, in any event.

MRS. LABAN: As a matter of fact, a member of the faculty in Alberta prides himself on the fact that he makes a trip back to England every year from proceeds of the textbooks he receives.

DR. JEANNERET: I am glad we got that on record because the inefficiency of promotion has concerned us.

MRS. LABAN: If we had actively solicited these free texts, it would be something else

THE CHAIRMAN: How many free texts of these that you get back come from the United States?

MRS. LABAN: Since most of the companies that do this have their Canadian agencies, either by their own name or under somebody else's name, it would be hard to judge.

DR. JEANNERET: Generally speaking, in a centre that is geographically a little isolated, regrettably, such as Thunder Bay, how is the decision made, the value judgment made by the instructor regarding what book he is going to use in what course next year? Supposing he is giving a course in any subject you wish to mention? There will obviously be many contending books for adoption. How does he make that decision? I am not saying that I am in favour of these distributions of textbooks, but how does he make the decision and how should he make the decision? I would be glad if you would address yourself to this specific problem.

THE CHAIRMAN: Before you respond to that, I quarrel with my colleague on the Commission with the word "isolated". Thunder Bay is the centre of Canada and, furthermore -- I understand what you mean.

MRS. LABAN: Actually, we are quite accessible here.

DR. JEANNERET: The publishers are not.

MRS. LABAN: We have got a great deal of publishers' representatives visiting our university and all of them come to the bookstore and get a list of books presently in use and then they will go and visit the professors in their offices and try to get the texts changed to their publications.

DR. JEANNERET: But the decision is going to be made how? On the basis of what information? Surely not a five-minute interview in his office with a representative. It is going to be on the basis ---

MRS. LABAN: It is going to be on the basis of free copies.

DR. JEANNERET: So we are driven back into this regrettable necessity, aren't we?

THE CHAIRMAN: It is regrettable ---

MRS. LABAN: Just a few chapters of a book, too, rather than a whole book.

DR. JEANNERET: Do you think he would adopt it for 150 students on the basis of a few chapters?

MRS. LABAN: If he agrees with the way the book is generally set up, yes. I know they have been approved on such a basis in the past.

THE CHAIRMAN: The system is obviously regrettable for the publisher, but not for the professor.

MRS. LABAN: I am not saying the whole faculty does it by any means. They certainly

didn't ask for all these free copies and it certainly brings the price of the books up for the students very, very much.

Another thing, I have noticed is that paperbacks, particularly academic paperbacks, are getting to be almost as expensive as their hardcover counterparts, $7 and $8 paperbacks, particularly in subjects like sociology and history are no exception.

DR. JEANNERET: The anthology-type quality paperback.

MRS. LABAN: The mass paperbacks are cheaper because they have larger circulation.

THE CHAIRMAN: If the Canadian representatives were no longer in existence, how would representation occur for and on behalf of the particular books that are available? How would people, or publishers in the United States bring these books to your attention or the attention of the staff?

DR. JEANNERET: That is a good question. That is what I was trying to ask.

MRS. LABAN: They come in. They come calling on me.

DR. JEANNERET: But some 30 publishers or, I suppose, 15 or 20 operating out of Toronto representing these various foreign principals, conceivably represent 100 publishers or more and I would venture to say that more than one dozen foreign publishers come even to Toronto.

MRS. LABAN: Yes, because most of them do have Canadian representation.

THE CHAIRMAN: Is it the fact there are limitations on Canadian publishers actively going into the United States, would that have any bearing as far as you are concerned in terms of reciprocity?

MRS. LABAN: When you say Canadian publishers going into the United States ---

THE CHAIRMAN: And working.

MRS. LABAN: With Canadian literature?

THE CHAIRMAN: Canadian books of any kind.

MRS. LABAN: There would be no market for it in the United States.

THE CHAIRMAN: Let us not worry about that. Let us say there is a market. I will go back to my question which relates to this. Do you think we might consider what you are submitting to us in relation to the question of reciprocity in terms of Canadian publishers being able to go and work in the United States freely? Would that be a consideration?

MRS. LABAN: I cannot answer this too well because I don't know if there is a restriction on Canadian publishers going into the United States at the present moment. I imagine under the present ruling everything is sort of controlled.

THE CHAIRMAN: If there were, do

you think we should take that into account?

MRS. LABAN: Yes, quite. Another thing I would like to bring out and this particularly refers to a publisher who has recently been rather well endowed with government money. That particular publisher would much rather sell direct to the public and has absolutely no regard of any kind for the Canadian bookseller.

DR. JEANNERET: You are referring to the Centennial Library particularly, aren't you?

MRS. LABAN: Yes, I am.

DR. JEANNERET: That is no longer handled on that basis, the basis on which it was originally launched. Wouldn't you be inclined to agree that 90 per cent or more of his books are sold through booksellers as opposed to most publisher's books?

MRS. LABAN: Yes, I would say they are, when they finally manage to get them on the shelf. There is a great "Out of stock, out of print" condition.

DR. JEANNERET: Would you agree that the publisher you are referring to is the most prolific by far of books sold by Canadian booksellers?

MRS. LABAN: Yes. There are others smaller ---

DR. JEANNERET: If he disappeared from the scene, it would be a distinct loss to Canadian authorship.

MRS. LABAN: It would be a

distinct loss to Canadian authorship but some of the authors dealing with this publisher are published in the States and have done quite well there.

DR. JEANNERET: Would you agree that that is a regrettable attraction and competition from the standpoint of fostering the sense of Canadian identity through our publishing houses?

MRS. LABAN: I think this particular publisher is giving good services as far as that is concerned but I wish he would do it more efficiently.

DR. JEANNERET: Have you told him so?

MRS. LABAN: Yes, I have told him. I don't think any book seller has told him as much as I have.

DR. JEANNERET: Do you sell more of his trade books than you do of other trade books from any other Canadian publisher?

MRS. LABAN: I don't know, I don't really sell too many trade books anyway. We sell mostly textbooks and we are very heavily into what is known as remainders which are very reasonably priced hard covers.

DR. JEANNERET: Including books sent by the publishers to professors in the course of promotion which you buy and distribute for a profit?

MRS. LABAN: Those books are sold to the students at half price. I don't think the students are going to object to that.

DR.JEANNERET: But the students

are paying for those ultimately?

MRS. LABAN: Otherwise they are just out of circulation, nothing happens to them, that is all.

DR. JEANNERET: It is a very inefficient system.

THE CHAIRMAN: Your point in that regard is well taken. Is there anything else you would like to say?

MRS. LABAN: No, I believe that is about all except that I find it most unfair and I refer to all publishers when books are returned to them and the new lot of books that is brought out and the decision is made that they are to be sold at a higher price, then the old stock of books is also sold at a higher price which is something we have run into recently.

DR. JEANNERET: I didn't quite follow that.

MRS. LABAN: Say we return books to the publisher, then we order this particular book from the publisher.

DR. JEANNERET: The same book?

MRS. LABAN: Yes, they send us this stock that has already been in and out of the store but meanwhile they have decided to reprice the book and it just happened lately,we got a book back that had just come back from another store and unfortunately it had the price marked on it, $4.35 and all of a sudden this book is sold

to us at $5.45 by the publisher.

DR. JEANNERET: That is a peculiar practice, not peculiar to the book industry. Supposing the price had gone down, you would have been reluctant to accept it at the higher price and it is generally the practice to price at the prevailing market price and include the inventory at the prevailing market price.

MRS. LABAN: Possibly but I have yet to see a book price go down in all the five years that I have been here. They seem to go higher and higher.

THE CHAIRMAN: Or the prices of anything else for that matter.

MRS. LABAN: Thank you very much.

THE CHAIRMAN: Thank you very much, we appreciate your coming.

We will now adjourn until two o'clock.

---Luncheon adjournment.

---The hearing resumed at 2.00 p.m.

THE CHAIRMAN: We have with us at this time Mrs. Susan Simonsen, Trustee of the Lakehead Board of Education and Mr. F.C. MacDonald, Superintendent of Curriculum.

If you would like to stress the main points of your brief which we have looked at, we will be glad to discuss them with you.

SUBMISSION OF LAKEHEAD BOARD OF EDUCATION

MR. MacDONALD: Thank you, Mr. Chairman, I am glad you have had an opportunity to look at the brief which is indeed brief.

In identifying ourselves you will realize that we represent the Lakehead Board of Education and Mrs. Simonsen will be speaking to the points and I will be supplying perhaps material.

MRS. SIMONSEN: First of all I would like to say how pleased we are to have the opportunity of being here and I am not saying that for the lightness of the occasion but we have a terrific stake in this whole matter. This is really what has prompted us to seek out this opportunity although we were asked, but we are pleased to be here and most sincerely.

We feel that our main point is really embodied in our quotes about the way

we feel, our responsibility to the young people under our jurisdiction.

" Only a truly Canadian printing press, one with the 'feel'of Canada and directly responsible to Canada, can give us the cultural analysis, the informed discourse and the dialogue which are indispensable in a Sovereign Society."

But still one which we feel bore our sentiments very heavily.

I only attempted to make three main points. We first of all are faced with ordering books. Our problem is that in ordering the books at the school level, whether we intend to be criticized or not for not having a professional librarian heading up our whole division on libraries which we are beginning to feel that we need, still and all the main ordering of books at the school level --

DR. JEANNERET: You mean selection, do you?

MRS. SIMONSEN: Selection, yes. Even though we, as a Board, may lay down policy that we will be keen to have Canadian books bought it is very difficult for our teachers and principals at the school level to find out what, in fact, is a Canadian list. Therefore, we suggest that we need a document which would give a composition of the publishing houses so

that we can find out if we are, in fact, ordering from a catalogue and if it is a Canadian book or not.

The outline of the text simply lists the publisher with no indication at all as to the source.

Then, two, we wanted to underline the fact that we would like an inventory of Canadian books. This apparently seems to be another difficulty. We have no way of knowing how to find books which may have gone out of print and so on, and this is another difficulty in locating books and the third one was perhaps a need to have some document from your reporting that could be put in the hands of either parents or school librarians or teachers of the results of your hearing. We thought this would be very useful.

THE CHAIRMAN: Do you have any advice to us as to how we should structure our report? We are going to be attempting to do the structuring very soon. We have two suggestions, we want to make it alive and dynamic and we want to make it interesting reading but we are not sure yet how we are going to do it but we have this target in mind. We would be interested to have your suggestions and I wonder if you could amplify it any shape or form?

MR. MacDONALD: Mr. Chairman, we realize in the preparation of your report it will

have to be in the final formal form, these are sometimes hard to take out of libraries and rather difficult to read. They are not very colourful, as you know, and our thought was in a paperback, something which would be brief, amusing if you like and running alongside with the others, something which would entice people to go from the little teaser to the main document.

We think all Canadians should be aware of these facts which we are seeking today to learn.

THE CHAIRMAN: As far as entertaining is concerned I can merely say that the participants in this Inquiry have certainly been instructional from my side at least.

DR. JEANNERET: Mrs. Simonsen, just while you are making the point, the question whether or not a house, a particular Canadian publishing house or publishing house in Canada is Canadian, Canadian owned, doesn't have very much to do with whether or not the books that it is selling are Canadian written and I think that mere information regarding the corporate structure of the publisher would not help you to decide the questions you are raising. I wonder if Circular 15 that has been announced won't help considerably in that direction? This is the proposed departmental circular of the purely Canadian materials that is to be issued. Is that going to be a help?

MRS. SIMONSEN: Yes. My thought was not so much whether the book was actually published in Canada or not but it does give you a guide if you are teaching any of the social sciences, to know where, in fact, the editing was done, who was responsible for it.

DR. JEANNERET: That is why I say the corporate structure of the publishing house is not the information that will answer that regarding the books that that house sells. The average house represents 10 or 15 foreign publishers in addition to having hopefully its own Canadian list.

There is the reference that we were discussing this morning, Canadian Books in Print which I find is not nearly as widely distributed as it shouldbe. That could be another source of this information.

THE CHAIRMAN: Well, would it be a source, because that is purely Canadian Books in Print? You are concerned with books that are coming from other sources too, aren't you?

MRS. SIMONSEN: Yes.

DR. JEANNERET: But you want to know if they are coming from other sources?

MRS. SIMONSEN: Yes.

DR. JEANNERET: Then it won't be in Canadian Books in Print.

MR. MacDONALD: What is the definition

of a Canadian book?

DR. JEANNERET: You have to take it on its merits each time. In our third report we alluded to books written by Canadian residents or by Canadian citizens wherever they might be.

MR. MacDONALD: I am interested to hear you mention Canadian Books in Print because I have gone into the library and found one copy. I understand it is about $25 for a copy. I looked through it for a certain book by an author who lives in this particular vicinity. Two of her books are listed but the Dreadful Journey is not in that issue of Canadian Books in Print.

DR. JEANNERET: That is a commentary on the information that was supplied to it. It is remarkable, it contains 15,000 titles and as I mentioned this morning it will be vastly more useful if a subject guide could be available for it so that you could look up books in a particular subject area. I am sure there are omissions.

MRS. SIMONSEN: Something that we thought in presenting our brief was the difficulty of us who are attempting to interest teachers in sponsoring new courses or being innovative in their teaching to find ways to have material published to meet need. I wonder particularly if there were some vehicle, some structure through which the needs of school boards and school authorities could, in fact, be relayed to publishers To have an individual approach to a publishing.

house is a very difficult thing and I wondered if there had been a suggestion made to you or if this is at all practical that people who are attempting to provide material for certain needs, for instance, we are charged with teaching young Indian people in Ontario. We have young people coming from reserves in the Trout Lake and Sand Lake areas and this is a mammoth task for the teachers to be charged with, to try to find material.

We know that our teachers have produced a great deal of incredibly fine material.

It would seem too bad that sources couldn't be found that they couldn't, in fact, have works published.

THE CHAIRMAN: In this specific instance of which you speak, we have found in other provinces they share this same kind of problem with regard to the original people, indigenous people, whatever name you want to give them, that each of the provinces has this same concern and we have already suggested informally to several provinces in our discussions with them that it might well be useful for all the provinces which have the concern of the Indian, Metis groups -- there are no Eskimos -- there are some in Quebec, but that they should come together on the one particular segment if they can learn, one from the other, and perhaps come to a common sort of curriculum which would not otherwise be achieved in the normal constructure because everyone has his own thing in each province. This kind of thing is a very useful suggestion -- there is a fly here -- it at least keeps us active. The kind of suggestion you are talking about as well, you, therefore, really consider that there is a need for some channel or avenue whereby people who are authors or have created books, learning material, some agency to which they can go with their material with a view to having it published to meet specific needs. This is the kind of thing you think is necessary?

DR. JEANNERET: And involving the

consumers too, the educationists themselves, not necessarily as authors but authors and the educationists and teachers themselves and the publishers. To mix a few metaphors here, you are advocating an institutionalization of an interface, so to speak. Is that correct?

MRS. SIMONSEN: Yes.

DR. JEANNERET: It is a good idea. I think it is perhaps the first time it has been put this way.

MR. MacDONALD: We were thinking of the economics of the situation too, apart from Indian life. We do have on our curriculum courses which deal with local studies dealing with the origins of Thunder Bay and in the vaults of the library are old newspapers going back to 1869 or 1870. For teachers to have access to them, this becomes an impossibility. The material is there. If there were some way, probably a practical approach would be to have a fund for releasing a teacher for a year to look at these things on a commission basis.

DR. JEANNERET: This suggestion has been made to us indeed. Probably the special merit of your suggestion -- I am not prejudging it -- it would give an opportunity to coordinate the possible interest of different regions, local authorities in a particular problem because I am sure you are visited by a lot of publishers and you can talk to these publishers, but you are only talking on behalf of a strictly regional, local need. In

the market there may not be sufficient incentive. If this could be institutionalized, it might be possible to coordinate these things.

MR. MacDONALD: I was thinking of little packages of different formats. I think this is one way you could resolve this would be to have a shuffling of material in an appropriate format.

I think we have touched on our three points, frankly.

THE CHAIRMAN: May we ask you one or two general questions, then? We are, of course, concerned about the implication of Circular 14. Will you touch, please, on how you consider Circular 14, do you consider it as a document which ought to be followed as far as policy, do you follow it? Would you touch on this area?

DR. JEANNERET: We won't tell.

THE CHAIRMAN: We won't tell. It is all public.

MR. MacDONALD: You are familiar with Circular 14?

THE CHAIRMAN: We are very familiar with Circular 14. We want to know how you feel?

MR. MacDONALD: Through the years I find it is a great deal more generous than it was 40 years ago when there was one book only authorized on it. Mind you, I am sorry to see some of those old books that were used in the old days to be no longer on it. By and large I think the Department of Education has done a commendable task in laying it

before us. Our only comment in connection with Circular 14 is, what are the origins?

DR. JEANNERET: What is your comment on regulation 20, if you don't mind my asking something specific:

"A teacher shall not use or permit to be used as a textbook in a prescribed subject in an elementary or secondary school any book that is not approved by the Minister or the regulations."

et cetera, et cetera? Too restrictive?

MR. MacDONALD: No, I don't think so. We really do have our own definition of a textbook:

"A textbook is a book the Board is obliged to buy and in sufficient quantities for the use of students."

We may call it a textbook or a reference book.

MRS. SIMONSEN: I might add, from the Board's point of view, that one of our main thrusts, we feel, is to provide libraries in our schools. It is quite a new thing for us locally and one which, from the Board's point of view, we commend. While the teacher may be restricted as to the use of a text, we are now surrounding students with a wide variety of books in each school.

DR. JEANNERET: I can't help but think the word "textbook" is an archaism now and we should use, perhaps, something else to define it, as opposed to the library book.

MRS. SIMONSEN: I think that, in fact, is what is happening, in actual fact, in our schools locally. Would you not agree with that?

MR. MacDONALD: Yes. I would say that many of our men, in ordering books now, divert the majority of the funds into so-called library books and resource books and are ordering texts also.

DR. JEANNERET: It follows, then, that since the inauguration of the $3 per pupil grant in 1968, which was a textbook grant, nothing like that is being spent on textbooks now.

MR. MacDONALD: In the olden days $3 didn't cover the needs for textbooks. We spent beyond $3. I think at one time it was $7 for library books as well. These are just part of general education grants now.

DR. JEANNERET: Yes, I realize that. Textbooks as such, as defined by Circular 14, so to speak, probably do not receive $3 per pupil support out of the per capita grant.

THE CHAIRMAN: Using the word "stimulation", do you consider there should be stimulation grants? I have heard people say in relation to textbooks that this should be.

MR. MacDONALD: This matter of stimulation is a tricky one. If you are talking about stimulation grants to publishers, perhaps not, but perhaps to school boards who have the right to choose the books they wish.

THE CHAIRMAN: This would be stimulation grants. I thought that was what you meant was to school boards to make the selection.

MR. MacDONALD: Right.

THE CHAIRMAN: In relation to guidelines, for example, for rotating. Is there any merit in looking at that system again?

MR. MacDONALD: Probably. It seems to be a hangover to be in one area, French-language instruction, where we have special books. It has disappeared into the general pot.

THE CHAIRMAN: I would like to ask if you consider that there is any reason why we should be concerned about having books, textbooks which are Canadian, as opposed to just receiving textbooks from any place that they originate. Could you comment on that?

MR. MacDONALD: I think in our brief we state emphatically that we believe the books which the boys and girls should have are the best books, the most relevant books, regardless of origin and I don't think we are prepared to debate all the applications of sources, combines and all the rest of it.

THE CHAIRMAN: Does it follow, therefore, that, as a staff member of the Board structure, would you tell me what the books are that you use? The question of origin of the books, whether it is Canadian authorship or U.S. authorship is of no concern, or is it from time to time?

MR. MacDONALD: Well, I must say that we are not sanguine about this. I have seven books to look at and I will probably want to take the best one for the course, regardless of where it comes from, taking price into consideration.

DR. JEANNERET: Even if it says the George Washington is the father of our country? It might be the best book?

MR. MacDONALD: It might not be too.

MRS. SIMONSEN: I think we tried to state the case pretty clearly on our first page. This is our concern. You hit the nail on the head. If books on Canadian history are, in fact, published in the United States, chances are the person who had done the editing, even, or the scrutiny of the original work is going to misconstrue it in terms of Canadian viewpoint, I don't see that it can be any different. I am sure that we would not be able to write the history of the United States in the same light as a person who had come through that culture. That is precisely the reason that we are pleased to appear before you today. It is when it comes to the humanities and social sciences we feel that we must have a Canadian-published product.

DR. JEANNERET: You recognize this Commission has a problem.

MRS. SIMONSEN: We have got a problem too.

THE CHAIRMAN: In this context, we are you and you are us and we are all everybody.

This makes it doubly difficult and I noticed somewhere today the concern for texts on sociology, for example, seems to have an American orientation to Chicago. One thing that puzzles one is why should a major university in Canada, which undertakes a concentration of sociology -- various universities springing up with specialties as they go along, is a major area, but evidently we have the Mecca for all sociologists in Chicago. It is quite apparent to everybody that their problems are quite different from ours and yet this is what is being taught in our country.

MRS. SIMONSEN: Sometimes I wonder, Mr. Rohmer, if this isn't partly a problem of the young man at Lakehead University who came to write on something and not be able to get his work published, either inept at the job of finding a publisher or else he does find somebody else ---

THE CHAIRMAN: If you have written something which is exclusively Canadian, I have got to have a market which is the United States and Canada.-- I am sorry -- this is the kind of thing people are being confronted with, from what we are being told.

DR. JEANNERET: And also usually Lakehead University or any university in Canada as an example -- and we get into the problem of of market size and, therefore, viability as an original college publication. These are practical problems and we are concerned with them. They have to do perhaps -- this may not be the answer -- with procuring a broader market based on the Canadian market for the Canadian work; in other words, looking for a continental or world market insofar as possible.

MRS. SIMONSEN: I don't know if we made our point sufficiently well either about -- we felt that sometimes the Canadian publishers are so strapped for funds that the brochures and the promotional material for their work does not get into the hands of the people who are actually buying the book in our jurisdiction, that is, the school principal and the teacher.

The American firms have pretty attractive little brochures and so on, which seem to reach the hands of these people and as a result the orders come through. We have had to eke out a list of Canadiana.

DR. JEANNERET: This is a subject, which makes me ask a question which I think could be quite important and that is: Do you tend to agree that the catalogue material that is available to you is publisher oriented, that is, the publisher's lists of books available whereas as a

consumer your interest is in subject areas and would you welcome some kind of co-ordinated subject catalogues, perhaps help from outside in some way, cutting across the publishers so that you could see what was available in a subject area in future rather than what is available from perhaps Clarke's or Gibbs or whoever it might be?

MRS. SIMONSEN: That is the kind of documentation we need.

THE CHAIRMAN: There was a suggestion this morning that there was room for, or a role for, federal participation on a nation-wide basis in relation to research and development of texts. Would you comment on how you feel about that, if you can?

MR. MacDONALD: I suppose if we are referring to the educational texts at the elementary level, Section 93 of the British North America Act may have a bearing there.

THE CHAIRMAN: We are inclined to think that the Federal Government, there can be recommendations made to the Federal Government on just about any line and we are prepared -- we want to hear what you have to say. Forget about Section 93 of the BNA Act. It can be got around depending on which province it is from time to time, so that if you consider it, forgetting about the BNA Act --

MR. MacDONALD: That is most

encouraging if it can be circumvented and if it can be handled at the federal level, we would certainly be agreeable to that.

THE CHAIRMAN: Not funded but the responsibility. Do you see a responsibility on the Federal Government in terms of research? The American government does this. Do you think it would be of any value?

MR. MacDONALD: Yes, I do, perhaps for a number of reasons. It would get different parts of our community working together in research for the common good and this may be one of the things which prevents our country from being together in many respects today.

DR. JEANNERET: Do you see a more relevant role than in the past, relevant in relation to actual classroom needs for OISE, for example, and its research programs? In a sense it is, if not national, a very large provincial research body and if it were more keenly aware of problems related to curriculum materials, would this be a desirable emphasis or trend to encourage?

MR. MacDONALD: Yes. My idea would be, OISE has had five years now. They have their field offices throughout the areas and I think from the beginning there has been an attempt to work in close liaison with the practising educators in the schools. There has been some resistance for a number of reasons partly because it is Toronto centred and

partly because there were the wrong people in certain programs but I think the Board is interested in research.

DR. JEANNERET: It could be a mechanism you feel?

MR. MacDONALD: It could be.

THE CHAIRMAN: Well, we appreciate very much the effort you have put out to give us a lot of good thinking and we appreciate the interest you have taken. It has been very, very helpful and we appreciate it very much. Communicate to your Board our thanks for your attendance.

DR.JEANNERET: We have got a lot of ideas from your appearance.

SUBMISSION OF LAKEHEAD DISTRICT ROMAN CATHOLIC SEPARATE SCHOOL BOARD

THE CHAIRMAN: Mr. Greer, you have presented us just at the lunch hour with a brief. If you would give us two or three minutes until we have digested this brief. We will just read this and then we will be ready for you.

MR. GREER: Thank you, Mr. Chairman, for allowing me to appear on short notice. I just wanted to speak very briefly about these selection tools that are available in the schools. Here is the first one that is published by the

Department of Education. It contains something like 5,000 books. It is a very excellent book guide but I am afraid it is not of too much use to a school principal who is teaching most of his time and really hasn't got much special training.

The same thing applies to the basic book list published by the Canadian Library Association. In my brief I have made some comments also on the fact that a lot of books are not included in these. These publications are starting to get out of date. There is no list available that has been published in the last two or three years.

The third one, of course, is the Books for Boys and Girls published by Ryerson Press, at least until recently published by Ryerson Press. I don't know whether the new management will continue it or not. This book is five years old and a lot of material in that is out of date. I think it would be a big help for book selection if the principals had a short list up-to-date, revised every year, so that the new editions, new books, are included in it so that they could make sure that their libraries do have a minimum Canadian content which they should have.

The other point was that it is going to be difficult to argue as to what is a Canadian book. There are a lot of very fine Canadian books that are published by American owned publishing houses and I certainly think we

should still buy these books if they are worth it.

I think that is about all I have to say, Mr. Chairman.

DR. JEANNERET: I think I have just one question, Mr. Greer. We have been on it before. It has been proposed to us very strongly that a subject guide catalogue perhaps issued monthly on Canadian Books in Print would perform a particularly useful service if it could be brought about. Do you subscribe to that idea?

MR. GREER: Very definitely.

DR. JEANNERET: It would exactly meet the conditions you set down except that it would not be as short as you say.

MR. GREER: Of course, the big difficulty with Canadian Books in Print -- which Mr. MacDonald, I think, mentioned a while ago -- Canadian books are not always Canadian-oriented because they are published throughout the United States and England.

DR. JEANNERET: The primary inprint I think has to be Canadian.

THE CHAIRMAN: I think what you have to find is a focus or thrust on books which are educational or designed for the educational film, if you will. Is that what you have in mind?

ME. GREER: No, not entirely. I think that fiction should be in line with this.

THE CHAIRMAN: But you are talking here in terms of about 500 books to begin with?

MR. GREER: Yes, I don't think there could be many more than that but we can assume from grades 1 to 8, for example.

THE CHAIRMAN: This is the area you are talking about, grades 1 to 8?

MR. GREER: I would not leave out high schools, either.

THE CHAIRMAN: You say that schools purchase Canadian books. "I suggest that a generous subsidy be paid by the Board of Education with each school board receiving back 50 per cent" -- Canadian books, perhaps it should be 75 per cent.

Again, this, though, would apply to books which are used in the educational system?

MR. GREER: Right.

THE CHAIRMAN: Would these be books which are offered in Canada, printed in Canada, would you define it this way or would the authorship of the Canadian be absolutely important? How do you conceive of this? What do you seek to encourage by this?

MR. GREER: It is the subject matter that is the important thing. I can see where a Canadian novel for young people might be written by a German who has just been over here for a few years and I think one excellent Canadian book printed on the Arctic in the last two or three

years, was by a man who couldn't even speak English until a few years ago. It is a beautiful book.

THE CHAIRMAN: Well, we thank you very much, sir, for coming to be with us and giving us your brief. It has given us some food for thought. Thank you.

DR. JEANNERET: Are you related to the late B.K. Greer?

MR. GREER: No.

THE CHAIRMAN: We now have with us Mr. Jack Malcolm, Learning Materials Co-Ordinator of the Lakehead District Roman Catholic Separate School Board.

You have given to us in point form some of the points you wish to make. If you will give us the high lights we can discuss them with you.

MR. MALCOLM: Thank you, Mr. Chairman. I should say that this is very much an informal presentation and not a formal presentation. The Board has instructed me to first of all confirm its previous comments to the Commission in writing in its support of Canadian ownership of Canadian publishing companies, of Canadian publications and of Canadian content in educational texts.

We have noted with pleasure the forthcoming Circular 15 on Educational Books by Canadian Authors produced in Canada in 1972 and I suppose one of the main areas of concern is the fact that we in Northwestern Ontario in the educational field are very conscious of this separation by distance from the centres of publishing.

Most of the business of our Board is carried out either by mail catalogues or from publishers' representatives who call on us on their way to the west coast.

We suggest as a possibility some form of co-operative and local warehousing and display by Canadian publishers which will do much to keep Canadian publishing to the forefront of our attention here at the Lakehead.

We realize that this may not be possible in the Lakehead as such, but there are centres quite close to us such as Winnipeg where we are sure this sort of thing could take place and it would be beneficial, not only to us in the Lakehead, but those of us to our immediate east and, indeed, those west of Winnipeg, as well as ourselves. This distance which separates us applies not only to the commerical publishing houses, if I could so call them, but also to the two main government printers, and I refer here to Information Canada and the Queen's Printer for the Province of Ontario. Both of these sources have some very good material for schools and neither of them has anything approaching any facilities of warehousing or display or even a small store of any kind in or near the Lakehead, so that their excellent facilities for schools are denied to us unless we were able to plough our way through an outdated catalogue or find our way to Toronto at some time. We are concerned about Canadian educational periodicals and feel that most of them that come through our hands are doomed to a very short life. We mentioned in our comments an index, which was absorbed by educational media and now educational media which, has in turn has been absorbed by School Progress. Monday Morning has an erratic publishing history, as far as we are concerned, and we suggest a possibility here that teachers' organizations and federations throughout Canada could perhaps lend

their support to this aspect of publishing in Canada.

We feel that there is a need for teachers generally to be more familiar with Canadian literature and, therefore, we would make a plea that teachers' training institutions devote some time to the training and instruction of their teachers of Canadian literature for we feel that many people will never make use of Canadian literature in schools until they, themselves, have some background in it.

We feel that professional library organizations such as the Ontario Library Association and the Canadian Library Association could be invited to produce further selections to us related to Canadian books for schools. We would like to see some form of consultation and liaison between Canadian book jobbers and those responsible for school library purchasing in Canada, to better reflect the need for Canadian books in school libraries and discourage the increasing eroding which becomes apparent from visiting American jobbers. We have the paradox, of course, as we all have, of Canadian-owned publishers and Canadian subsidiaries of foreign firms. We feel a small plea for the latter is desirable for, without them, managed by Canadians and producing Canadian materials by Canadian authors, some recently-produced Canadian material might not have appeared.

The textbook, we feel, has given way in large measure to a variety of materials and media

so that more profitable fields of approved texts is much less so. In addition to operating the warehouses at regional points, an office or some such similar facilities as we mentioned, we feel Canadian publishers would benefit from contact with teachers' federations and local Boards of Education in order that some joint planning and review of requirements could be mutually beneficial to publishers and educators alike. The end product we see may be well greater autonomy in book selection at the local level in education than is at present possible.

Then, a final comment on the termination of the grant for libraries which were terminated, I think, in 1969. We feel these were instrumental in building school library collections to a realistic standard than if the grant were terminated as it has been. Without this incentive some Boards may not find it necessary to allocate funds, specifically toward school libraries, while others may not have the monies available to build towards adequate collections.

Those, Mr. Chairman, are the main points.

THE CHAIRMAN: Thank you. A comment, if I may, with regard to the separation of the book publishers here. The phenomenon exists in this country, in fact, that most publishing houses are located in that place, Toronto. Similarly, in the United States, it is New York and Chicago. The fact

is the distance, as you move outward gets further when you go beyond the Lakehead and you move towards the west. Conversely, if you go toward the east, the element of separation we have discovered is enjoyed by everybody outside of Toronto and it is not something that particularly belongs to the Lakehead, although I understand from my associates here that there is a feeling the separation is quite harsh.

You say that there are no facilities or stores here in the Lakehead with regard to either Information Canada or the Queen's Printer, Ontario. Is that correct?

MR. MALCOLM: Correct.

THE CHAIRMAN: Are there bookstores of any kind for the sale of these books?

MR. MALCOLM: Yes. There are a small number of bookstores in the Lakehead which are devoted to the sale of books. Indeed, we have them on both sides of the City and at the University.

THE CHAIRMAN: Do you know if any representations have been made either to Ottawa or the Queen's Printer with relation to the installation of the kind of stores that they have?

MR. MALCOLM: I am not familiar with any representation at all. I think it would be an excellent thing indeed.

DR. JEANNERET: Do you think the booksellers would agree with it?

MR. MALCOLM: I think the booksellers

would be interested in stimulating any sort of sales in the schools they could get and I think perhaps by buying things from Information Canada there would be a tendency for the public to buy other materials so I think the bookstores would agree.

DR. JEANNERET: The question was whether or not you thought it would be desirable to open a government bookstore?

MR. MALCOLM: In that case, I certainly do think a bookstore of the type that exists in Toronto would be very valuable indeed.

DR. JEANNERET: Well, your submission was a kind of recapitulation of very important and meaty points that have been put tothis Commission and I won't go over them for that reason. Just touching one of them, it is only too true that Canada has to be exposed each year to very roughly, 60,000 new English-language books published in the U.K. and the U.S.A. and in Canada and a few other places. Of these a small proportion, but still a vast number or books, are of potential interest to the educational system, 10,000, 15,000, whatever it might be. Your suggestion, therefore, for some kind of coordinated, centralized,regional display centres is a good one and has not escaped our notice already. I don't think that this Commission,would ever recommend setting one up in Winnipeg first and no Ontario ones. You would welcome, I take it, something in the nature of a

permanent, regional resource centre in Thunder Bay, for argument's sake, which would endeavour to show, having purchased a very wide variety of new materials at all times to which you and other educationists could have access, you would give a great deal of importance to this?

MR. MALCOLM: Very much so.

DR. JEANNERET: It wouldn't be a very expensive thing to do.

MR. MALCOLM: It is something almost vital for us here because we do feel the separation in distance.

DR. JEANNERET: I don't think we will lose sight of that.

THE CHAIRMAN: Do you consider it is important to have a Canadian-owned book publishing business in existence in relation to the supply of texts for the educational system? Do you think that is important, or does it matter?

MR.MALCOLM: The supply of texts as opposed to school library books?

THE CHAIRMAN: Whatever is used in the schools.

MR. MALCOLM: I think there is need to have an autonomously Canadian publisher in existence which is controlled and run by Canadians. Perhaps this is a vehicle for some of the publishers which were earlier referred to which could take place.

DR. JEANNERET: If only to set a Canadian tone for publishing in this country.

THE CHAIRMAN: Why do you think it is essential?

MR. MALCOLM: Because if we are a country as such and, as you can tell, it is my adopted country, it is mine, nevertheless, I have a certain pride in Canada and would like to look for material which is Canadian and produced by Canadians -- it is almost part of the Canadian heritage. You almost have to have something like this that is part of Canada and if we don't have it, we are one step removed all the time and this is not how I see it.

THE CHAIRMAN: You think Canada is a different country from the United States?

MR. MALCOLM: Yes, which is developing and is a mosaic with her own rights and traditions and Canada must develop independently of the United States. If I had not thought she had done so, you would not find me sitting in this chair now.

THE CHAIRMAN: I am interested in getting your reasons. We have our own views, of course. I wanted to know what your view was. That is important for us to know.

MR. MALCOLM: Mr. Chairman, earlier on the Board received a paper here from the Commission which asked about expenditures on textbooks and library books. Would those figures be of any relevance at this point? We have 1969 and 1970 here with a school enrolment of approximately 7000 students; in 1969 the per capita expenditure for

textbooks was $3 and the total, of course, was $21,000. For library books, we totalled the per capita in 1969, it was $6 per pupil with a total of $42,000. In 1970, per-pupil book expenditure for textbooks remained at $3000 -- $3 -- I am sorry, and the library books went up to $8 per pupil, making a total of approximately $56,000 total expenditure. So we did, in fact, as Mr. MacDonald says, it has stressed the textbook aspect and something more on the learning resource centre.

DR. JEANNERET: That is a general term?

MR. MALCOLM: Yes.

THE CHAIRMAN: Thank you and your Board for taking the time to prepare your presentation. It has been most helpful and we appreciate the opportunity for having you with us.

MR. MALCOLM: Thank you.

SUBMISSION OF THE NORTHWESTERN REGIONAL LIBRARY SYSTEM

THE CHAIRMAN: We have with us, Mr. Frank Obljubek, Regional Consultant, Northwestern Regional Library System. You have no brief but if you have some notes, tell us what is on your mind and then we can respond.

MR. OBLJUBEK: Thank you. It goes

without saying that the books represent an indispensable medium of communication. Canada is more fortunate than most countries in all respects. It has immediate access to the enormous quantity of books published by other English-speaking countries, especially the United States and Great Britain. It does have at its disposal a rich resource of recorded knowledge and experience of mankind. Nothing should be done to limit this accessibility in any way.

However, this very advantage has contributed towards creating an environment in which it is difficult to communicate our own Canadian ideas and experience through books and printed materials. Those Canadians who have something to say and can effectively say it, do not have the same opportunity to do so as their corresponding groups in other advanced countries.

Unfortunately this allows us to say to each other what we know, what we think and what we feel. An active bit of fraternity for the many talented Canadians to communicate is a serious loss to our country and to our environment.

Canadian book production is relatively low. There is a great need for Canadian books of all kinds but particularly there is a great need for children's books of Canadian origin. There are only a few dozen new children's books published annually as compared with several thousand new titles published annually in Great Britain and the United States. Canadian children's books are only 10 to 15 per cent of the total domestic market of children's books while other books occupy 60 per cent of the market. This is a serious forthcoming when you consider the fact that children read proportionately more than adults and the children are inclined to be more strongly influenced than adults by what they read.

Therefore, we think it is important

to communicate the Canadian viewpoint, Canadian ideas and experiences. It certainly is the children who should receive most attention.

This situation is not impossible. We believe an environment can be created in which Canadian publishing could do well and in which such imbalances could be rectified. There are two groups which hold the best means for creating such an environment -- the publishers themselves and the various levels of government.

Sufficient evidence has been provided that Canadian publishers could significantly strengthen their position simply by improving their business methods. The following are examples of various things in need of improvement. One, promotion. It appears quite distinctly that Canadian publishers appear to develop defective and impersonal promotion. Our own experience too has made us painfully aware of this position. The recommendations of the Clery study should be seriously considered.

Two, operational communications with a need for co-operation among the publishers themselves. There is a need for more co-operation between the publishers and book manufacturers and this is one benefit that could result from such co-operation.

DR. JEANNERET: Standardization of what?

MR. OBLJUBEK: Book sizes. There is also a great need for increasing

co-operation between the publishers and librarians. Publishers must be able to find out what materials libraries need, what volumes libraries have and what suggestions for improvements in libraries.

Three, exports. It seems that more effort could be spent on increasing exports. At the same time it must be recognized that Canadian publishers face problems which prevent them from gaining a competitive position with foreign publishers and which the publishers by themselves cannot overcome. Examples of such problems are: geography, lack of capital, stiff competition from abroad, inaccessibility to the United States markets. It therefore seems to be appropriate for the government to offer more assistance to Canadian publishers.

The following forms of assistance seem to be particularly desirable:

1. Long-term, low-interest loans to those Canadian publishers in need of capital who can make a significant contribution to Canadian book production.

2. Assistance in promoting exports. Trade missions, exhibits are examples. A strong effort should be made to make Canada exempt from the manufacturers' clause in the U.S. copyright law.

3. Careful attention should be given to this principle with a view to the possibility of developing a formula for compensating authors whose works are acquired by libraries. Such

compensation should come from government grants.

4. Assistance in promoting Canadian books at home.

5. Editorial and publishing control. Although in the main the key managerial positions in Canadian subsidiaries of foreign owned publishing houses have, up to the present, been Canadians, consideration should be given to making this a legislative requirement.

THE CHAIRMAN: You say it should be a Canadian legislative requirement that book publishing firms publishing in Canada should be controlled by Canadians? Is that your point?

ME. OBLJUBEK: Controlled in the sense that the key positions are held by Canadians.

THE CHAIRMAN: Are you aware that the Third Interim Report of this Commission, in fact, recommended to the Government of Ontario that low-interest loans be provided to Ontario book publishers, Canadian owned?

MR. OBLJUBEK: I am aware of that.

THE CHAIRMAN: We have already made an Interim Report based on that recommendation.

MR. OBLJUBEK: That is fine.

DR. JEANNERET: And it has been accepted by the Government of Ontario.

THE CHAIRMAN: With regard to export --

MR. OBLJUBEK: Is it possible to extend this to other provinces?

THE CHAIRMAN: The situation is that of the English-language publications almost all of the publishers are in Ontario. They supply the market in the rest of Canada. There is one exception in Edmonton and there are two or three smaller ones in British Columbia but by and large the entire English-language publication of books is in Ontario. So, in doing that we touch the major part of the industry.

MR. OBLJUBEK: What I am asking is, is there any chance of other provinces following the example of Ontario in this regard?

THE CHAIRMAN: Yes, possibly that, but there is not much to help really. Alberta's Mel Hertig is already doing so.

MR. OBLJUBEK: British Columbia.

THE CHAIRMAN: No, he is in Alberta but the fact is we have already moved in this area so we are cognizant of that point and have already done something about it.

MR. OBLJUBEK: I would like to point out that some of my suggestions have already been brought up by other briefs and I have brought them up just for the purpose of emphasis.

THE CHAIRMAN: The question that I want to put to you is: How are we going to get all the book publishers together to suggest a co-operative co-ordinated basis? That is really

what you are saying in terms of business practices. How do you think we might suggest that this be done? It is all very well to outline something, and I think it is very well done, but have you any suggestions for us as to how we might recommend that this be done?

MR. OBLJUBEK: I am afraid I am not familiar with the publishing industry enough to suggest specific ways in which this could be brought about but I think they could form trade associations which could bring this sort of co-operation about.

THE CHAIRMAN: You think something should be done about it?

MR. OBLJUBEK: Yes.

DR. JEANNERET: I listed six broad recommendations as you were speaking. I might have missed something, Mr. Obljubek, but as you said each one without committing our thinking because there may be practical problems and just said, "Amen" until you got to the last one. I won't even recapitulate on it but the last one was editorial and publishing control should remain Canadian. You, in effect, said, in response to the Chairman's question that the staffing should be by Canadians. This has not been an apparent problem insofar as the present Canadian based, even foreign-owned, publishing industry is concerned. It is by and large staffed very competently in most cases by Canadians. I am worried and I would be glad if you would expand

on your reasons. I am worried by your recommendations on this one point. If you would explain your concerns here -- are you seriously suggesting that there is a real threat of a foreign invasion of staff?

MR. OBLJUBEK: No, I don't consider that to be a serious threat but it may happen.

THE CHAIRMAN: What you are saying is that this is an objective to keep in mind?

MR. OBLJUBEK: Yes, I know that this is not a problem now and it may never become a real problem but I think the government should keep an eye on it. It is something to look into in the future.

THE CHAIRMAN: Thank you very much for coming. If you could leave us a copy of your notes we have a printing machine at the back called a Xerox and we could make a copy without any difficulty.

MR. OBLJUBEK: I have already made a copy of it at our own expense.

THE CHAIRMAN: You did a little research to come up with some of those points. I think we will take a break of about ten minutes.

---Recess.

THE CHAIRMAN: We now have with us Mrs. Beckie Barber, Adult Services Librarian, Thunder Bay Public Library System of a Group of Interested Librarians. Some of them are here with you, are they not?

MRS. BARBER: Yes, they are.

THE CHAIRMAN: If you would give us the highlights of your brief we will be glad to discuss it with you. Hit the main points that you think are important. We have read the brief.

SUBMISSION OF GROUP OF INTERESTED LIBRARIANS

MRS. BARBER: One of the areas we are concerned with is the amount of commercial published material that is available. I have a list documented and I gave it to Mr. Fleming. I hope he gave it to you. Unfortunately we could not get any more because our machine broke down, but really there are very few inter-commercially published. There are six published by the Canadian publishers and six more by Canadian university presses.

In Northwestern Ontario people are very concerned about this. If I can comment for a minute, some of the government publications like geology and scenery along the north shore of Lake Superior, these would be of extreme interest to all of the public. I am really not familiar enough with

government publications. You do not see them as readily. There are a certain number of citizens here who do not go to libraries and we find that this kind of book would be of interest to the public if they were aware of it.

As has been pointed out earlier, the government does not have an outlet here and this is something we very strongly favour, a government centre for books. Our chief librarian is out of town right now, out of the country in fact, and I know he has been working on this aspect.

I would say the library would welcome an Information Canada Centre here as a bookstore, cooperating with our reference department, which would be something very useful to the Lakehead. It could be extended to the other areas of Northwestern Ontario and I am sure that they would be extremely interested, the citizens of the area, to have this available.

The one other thing we are very concerned about has been mentioned by Mr. Obljubek and this is the needs of the Indians, particularly in children's books. Mrs. Simonsen's comment here is also very valid. In our totals we have listed some six titles, two that would be useful for educational purposes in particular and four that are strictly recreational interests, if I can use the word. This kind of reading is important to Canadian children who are basically, differently oriented and with the illustrations and the content of the book, it is more suited to them than some of the WASP books that are published, if I can use the word.

THE CHAIRMAN: What do you mean by "WASP"?

MRS. BARBER: White Anglo-Saxon Protestant.

THE CHAIRMAN: Are there some of those around?

MRS. BARBER: Yes. This kind of book describes things that the Indian children are

not familiar with, even things such as a train. As we mentioned, we are concerned with reasonably-priced information books, books like Canadian Trees of Canada. This is another book which is periodically in and out of print. If this kind of thing were constantly available, it would be of benefit to all of Ontario. There is another area, a lot of books on gardening, for instance, don't consider the fact that we have, basically, around 100 days where it is possible to grow things and they talk about planting things when we can't even dig in the soil.

Our next comment is on the government publications that are in and out of print, which would be covered by Information Canada, if they were in this area. You commented on our statement on sociology. Mr. McLelland, when he was here, made a comment about sociology in particular.

THE CHAIRMAN: Did he say he was doing anything about it?

MRS. BARBER: No, he didn't. We think it would be extremely useful if books could be commissioned on subjects such as this and made available in paperback format. This is the thing, and he pointed out the cost of the books to the students and in the paperback format it would be much more reasonable.

I am on unfamiliar ground when I am talking about paperback distributors, but the librarian who brought this up is not with us and I am afraid I really could not comment on that

particular part of our brief.

The comment that we made about prices of books with a view to establishing parity with American prices, I apologize for not being able to comment on, but we are concerned by the fact that, you know, one publisher or a Canadian publishing house has a price considerably higher than a U.S. paperback mass-market producer.

DR. JEANNERET: Could I ask you a question on that specific point, because it is on those statistics that were selective that I stopped. Are you stating that the Pyramid Publications editions published, or by Dell, are not available in Canada?

MRS. BARBER: They are available but at times they are difficult to acquire.

DR. JEANNERET: I know, but my point is this: The criteria for listing in Canadian Books in Print, as I understand it, involves the listing of a primary Canadian imprint. Perhaps it is correct, and I expect it is correct, that there is not a mass-market paperback edition originally published in Canada. Very few mass-market paperback editions are feasible for original publication in Canada, so, when Canadian Books in Print lists those editions and Paperback Books in Print, which is the American list of the other editions, the cheap edition is the mass-market paperback which happens to be American, but you are suggesting, I think, that McLelland, in this case, is pricing up the American

edition -- or that it isn't available.

MRS. BARBER: We just sort of regret that this kind of situation exists where the American publication or the Americans can publish mass market and,therefore, sell our Canadian authors at a far lower price than we, ourselves, can.

DR. JEANNERET: It is a question of economics of scale isn't it? It is not a matter of selective pricing or profiteering, or anything like that?

MRS. BARBER: No.

DR. JEANNERET: As long as that is not to be read into the comparison. Otherwise, it is a comparison of apples and oranges, but it is a fact.

MRS. BARBER: We are concerned about the agency system. Our library goes through the Northwestern region and could give you more information on this, but we do know that they have problems with the agency system, particularly in the areas where one house has changed agents and there is never any notification and this sort of thing, in getting back to libraries.

DR. JEANNERET: Could I ask you a question on that, while we are on it? The decision to have so-called exclusive Canadian agents is taken by, not the Canadian publisher, but by the foreign publisher. Could you offer a reason why they decided to do this?

MRS. BARBER: I am afraid not.

DR. JEANNERET: Obviously, it is because they find they sell more books that way. I am not defending it. I just wanted to make that observation.

MRS. BARBER: We have talked about cooperative clearing houses for all Canadian publishers. We are not implying that we are not aware of the one that is established but it is simply that one is functioning in a way that concerns both booksellers and libraries very often. In this particular area, the bookseller is required to go through the agency here and cannot go direct to the publishers themselves. We would like to see some form of publishers' cooperative where bookstores and libraries could go to them and get information on what was available.

DR. JEANNERET: You are not speaking necessarily of Canadian books now?

MRS. BARBER: No. On page 4 we said:

> "We fully endorse recommendation 5 of the Ontario Library Association brief concerning the issue of a weekly checklist of all Canadian produced media with the proviso that such a list should be made available to bookstores as well as libraries."

With the information that has come up today and the comments, I would certainly support the suggestion brought up several times of the subject list, but we are concerned -- it is very difficult to find, once

it has been published, when and where. Canadian Books in Prints is useful.

DR. JEANNERET: If it could be produced weekly or monthly, you would be pleased, and so much the better if it was organized in that subject classification basis?

MRS. BARBER: Yes. Finally, our last recommendation, which is made about training bookstore personnel. We would highly recommend this and our Committee fully endorses it. We have suggested that it be set up as a pilot project in Northern Ontario Community colleges. With so many book publishers in this province, it is the obvious place and we feel it would be useful to bookstore personnel. It also might be useful for the salesmen of the various companies. In fact, it would also be useful for the librarians to deal with people as well.

THE CHAIRMAN: I have just one or two comments to make. This has been a very helpful brief. At the outset of it I note you thank the Commission for coming to Thunder Bay and inviting briefs. You say:

> "We are grateful for the renewed interest in this area."

I think it is more than a renewed interest. There has always been a great interest in this area. The whole of the mid-Canada area is interested in a lot of people. I note with some interest too that you say we had a personal association with

several of the publications you have listed in your bibliography. I also note you find it difficult to find what is published and where and the second one is the list of books currently available in Northwestern Ontario and there is one omission and that is on the Mid-Canada Corridor. It is a paperback called The Green North Mid-Canada that speaks specifically about the area and the author is Richard Rohmer. (Laughter) It is published by Maclean-Hunter. I will make one comment about their limited distribution -- I won't make the comment, but in any event, both the news wholesalers and Maclean-Hunter and the libraries have had great difficulty getting their hands on the books and I think Maclean-Hunter think it is something they ought to treasure forever. It does not contain any obscenities and it does not -- it speaks very highly of this sector of the country.

Now, ---

MRS. BARBER: Another thing was Pelletier's book on pollution.

THE CHAIRMAN: Which Mr. Pelletier?

MRS. BARBER: Pat, you know.

THE CHAIRMAN: I know the other one is a great expert on pollution but I didn't know there were two. (Laughter)

Now, on the question of the matter of books -- you say:

"Courses on subjects such as sociology, both in schools and

universities, tend to be organized around American and British sources . . . Would it not be viable for Canadian publishers to commission books on these lines in paperback forms?"

I wonder if this is the kind of area where, because of the general nature of these questions and problems it might be possibly another suggestion to put forward the proposition that the federal government, along the lines we were talking earlier, might take this kind of consideration on in terms of research or one or two universities might be able to take it on, rather than publishers, per se?

MRS. BARBER: Yes. I understand that question. What a number of us are concerned about is, as is documented in this brief, is that the Canadianpupublishers are not getting this kind of thing and a list of materials on Northern Ontario. There are more -- not more, but a good half of them are the official government publications and we are concerned that the publishing industry is not picking this kind of thing up. I attended personally to favour the comment that government should limit itself more to the official publications rather than, if I can use the term, human interest nnes, Books like Birds of Canada or Canada Year of the Land are more suitable for publishing houses than the government.

THE CHAIRMAN: Do you think those

books, without the government's participation would ever be published?

MRS. BARBER: I hate to use the finance end of it all the time, but perhaps the government should provide an incentive grant.

DR. JEANNERET: You are advocating a co-operation between Information Canada and the publishing industry rather than independent action?

MRS. BARBER: That would be the committee's opinion. The government, at times, seems to be more aware of the need of that kind of book. It is regrettable that the publishing houses are not.

THE CHAIRMAN: I wonder if it is not a question of being aware of the need but they have not the resources or if they are foreign-controlled publishers they are not anxious to get into it because they would cause a loss?

MRS. BARBER: If I can make another comment on Birds of Canada, it is really a marvellous book to other people than the bird watcher. When a person has a book like that and wants to look up a bird it is a very useful, simply because of its format. A book like Birds of Canada in a small form would be excellent. Birds of Canada is a sitting room, coffee table book as it now is.

DR.JEANNERET: You advocate that regulations be made regarding Canadian content in paperbacks. I think that everybody would agree that a greater volume of Canadian paperback publishing would be in the public interest. It might not be in the publisher's interest, or I suppose it would have already happened and it is particularly difficult to see how one legislates these things into existence and operation.

I suppose, up to a point, one can provide assistance in incentive grants and so on, butthis would be open-ended and you don't know how far you have to go. Do you see any solution? You can't simply say "All stores shall show 20 per cent Canadian books". It sounds goods and it is thrilling and it is nice to talk about, but all you have succeeded in doing there is putting about 50 per cent of the booksellers out of the business because they don't sell in sufficient quantity. Have you any comments? I would be glad to hear them.

MRS. BARBER: Well, as I said earlier, this is an area where our chief librarian is keen about ---

DR. JEANNERET: We all feel very keen about it, I agree.

THE CHAIRMAN: But you are not in a position to make any comment.

MRS. BARBER: Not very well.

DR. JEANNERET: Fair enough. I am very glad to have these recommendations.

THE CHAIRMAN: Well, we appreciate very much the effort you and your colleague made in the preparation of this material. It is certainly very well developed to the problems we have to consider and we appreciate very much your coming and talking to us, Mrs. Barber.

MRS. BARBER: The only thing I could say, I would like to ask the librarian to write to you on paperbacks if he may?

DR. JEANNERET: We welcome any subsequent observations.

MRS. BARBER: One other thing. Regarding the rule of public libraries the one way we would favour this is to have an Information Canada shop in the library. That is my own personal feeling and I am also of the opinion that it is our librarian's as well.

SUBMISSION OF BUSINESS SUPPLY COMPANY (LAKEHEAD) LIMITED

THE CHAIRMAN: WWell, we have with us now, Mrs. Pat McFaddin, Manager, Book Department, Business Supply Company (Lakehead) Limited. Mrs. McFaddin, can you tell us what it is you wouldllike to put before us?

MRS. McFADDIN: My brief today is only on a local level and may or may not concern the remainder of Ontario. We would recommend, here in Northwestern Ontario we have only one wholesaler from whom we may obtain mass market paperbacks. Because of franchise and policy arrangements, between the wholesalers and the publishers, we cannot purchase these books from any other source --therefore, many books that are requested by the general public are most times forgotten as the wholesaler does not have them in his warehouse and will not

order single titles. Schools and libraries have the advantage of being able to purchase these books from mass market supply houses in Toronto and supply houses in Toronto and elsewhere.

This same wholesaler is also our competitor -- operating three retail outlets in Thunder Bay:

The Book Mart, S. Cumberland Street
The Match Box, Lakehead University,
The Book Mart, Northwood Park Plaza.

Many times when we have requested certain titles, we are told they do not have them and yet I have purchased and seen these same titles in one or all of their stores. More times than enough, new best-seller books have been in one or all of their outlets as many as ten days before our store has received our order.

We feel that the publishers should stand behind the booksellers and help us to give better service to our customers -- the book-buying public -- who find it hard to understand why, when they order a particular title and the wholesaler does not have it and will not order it, that we cannot procure these direct ourselves. We feel sure that with the number of outlets in the City of Thunder Bay they should have the privilege of being able to purchase whatever books their customers order, either through the wholesaler or direct, if he refuses to order same.

THE CHAIRMAN: I think it can be said, Mrs. McFaddin, I would appreciate your coming in and

giving us this story. I think it can be said, and my colleague can comment on this, that we understand the nature of what you have been describing to us. It is an exhaustive look at the situation. We do not pretend to know the situation fully, it is a very complicated one but at least it is a situation that we think we have some understanding of. We have not made any comment on the general situation of news wholesaling or paperback wholesaling. We did make an interim report upon which the government acted in relation to a particular situation. The evidence we have heard since has related to the broad spectrum of the operation of that section of the paperback publishing industry and the distribution sequences which follow. So it would seem that what you are relating to us here is something which we are cognizant of. I don't think that the last word has been heard from this Commission on the points that were raised. Really, that is all the comments I have to make. You are bringing this forward to us. You are familiar with the hearings with which I speak.

DR. JEANNERET: One little question, Mrs. McFaddin. Where you are able to procure these paperbacks -- and I presume there is a big mass market in paperbacks for the most part,-- from the local wholesaler who is your competitor into retail outlets in Thunder Bay -- what discount does he grant you, Mrs. McFaddin?

MRS. McFADDIN: 20 per cent

DR.JEANNERET: The publisher gives 40 per cent on the same book. That is an interesting piece of information. Do you suppose that the same wholesaler gives a longer discount to any other outlets? I guess there are no other outlets.

MRS. McFADDIN: There are other bookstores, but I don't know what their discounts are.

DR. JEANNERET: Do they carry their books?

MRS. McFADDIN: They carry many paperback books.

DR. JEANNERET: To your knowledge, they secure them from the same wholesaler?

MRS. McFADDIN: Yes.

THE CHAIRMAN: Do you know what discount he is offering to the outlets where you find paperbacks and wholesalers and so forth -- hotels and places like that?

MRS. McFADDIN: I really don't know.

THE CHAIRMAN: Have you tried to find out?

MRS. McFADDIN: Only one small retail store, I know he is getting 20 per cent.

DR. JEANNERET: Does he stock the racks and replace the books?

MRS. McFADDIN: We take them off our racks and put the new ones in.

DR. JEANNERET: He takes them back for credit?

MRS. McFADDIN: He takes them back.

DR. JEANNERET: Have you considered

securing your stock from elsewhere?

MRS. McFADDIN: We have inquired, but we cannot do anything. We are always told that we have to go direct to the book wholesaler.

DR. JEANNERET: When you talk of the publisher you are talking of Simon and Shuster and new American Library and people like this?

MRS. McFADDIN: Yes.

THE CHAIRMAN: Did they give you this instruction in writing?

MRS. McFADDIN: Yes. The only way that we can buy them is that they would supply them in bulk but the only way that we can do this is by eliminating the local wholesaler but we would be cutting off our nose to spite our face because we could not purchase other books.

DR. JEANNERET: The publisher says, "Either you deal wholly with the local wholesaler or not at all"?

MRS. McFADDIN: Yes.

DR. JEANNERET: You say you have had these refusals from the publishers in writing. Could we have a copy of some of those refusals because most of the cases that we hear about are telephone conversations?

MRS. McFADDIN: I hope I can locate them.

THE CHAIRMAN: Mrs. McFaddin, thank you for coming and telling us about this.

It is a matter of substantial interest to us. It is a matter of public concern, I am sure.

Thank you.

Well, it appears, therefore, that we have reached the end of the agenda and we will conclude, therefore, the session of the Royal Commission on Book Publishing at the Lakehead.

We will be visiting Sudbury on Thursday. I hope their response there is equally as good as it was here. Our thanks to all of you who have come to give us your submissions. We have appreciated the opportunity to be with you. It has been very useful to us and will be very helpful in the preparation of our report.

Adjournment.

ONTARIO

ROYAL COMMISSION ON BOOK PUBLISHING

Mr. Richard Rohmer, Q.C. Chairman

Dr. Marsh Jeanneret Commissioner

Mr. Robert Fleming Secretary

Held at the Auditorium, Public
Library at Sudbury, Ontario, on
September 30th, 1971.

This transcript has not been edited,
corrected or revised by the
Commissioners but may subsequently
be edited, corrected and revised.

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SUBMISSIONS OF

Mr. Bruce MacNeil, Chief Librarian pro tem	) Laurentian University Library
Mr. Glen Kelly, Acquisitions Librarian	)
Mr. Richard Morin, Manager	) Laurentian University Bookstore
Mr. Wolfe Moses, Manager	) Wolfe's Bookstore
Mr. J. Rodriguez	) Elementary School Teacher
Mr. Peter Hallsworth, Director	) Sudbury Public Library
Mr. Bill McLeod	) Instructor Business Administration, Cambrian College

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Sudbury, Ontario,
September 30, 1971.

--- The hearing commenced at 10:00 a.m.

THE CHAIRMAN: Well, we will open this morning the sittings of the Royal Commission on Book Publishing in Sudbury. We have been, of course, holding sessions in that place called Toronto and thence to Thunder Bay and now we are here in Sudbury rather briefly.

This morning we have with us from the Laurentian University Library, Mr. Bruce MacNeil, the Chief Librarian and Mr. Glen Kelly, Acquisitions Librarian.

We understand you have not got a brief in the formal sense but if you wish to give us some remarks and tell us a few things we will then discuss them with you on that basis.

SUBMISSION OF LAURENTIAN UNIVERSITY LIBRARY

MR. MacNEIL: As you say, we really didn't come prepared to present a brief because we think that the position of the Laurentian University Library has been presented in two previous briefs, one from the University of Toronto and one from the O.C.U.L. The Laurentian University helped in some way.

THE CHAIRMAN: You had an input.

MR. MacNEIL: That is right. Perhaps it would be easier for us if you would have any specific questions.

THE CHAIRMAN: We are interested in knowing what you consider your major problems to be in relation to book publishing or book publishers, the kind of service you are getting, the kind of improvements you think could be undertaken, what you feel about the whole question of acquisitions from foreign publishers, do you buy directly from the publishers in other countries and, if so, why, or do you go through an agency and generally speaking what your problems are.

If you have not got any problems that you can't talk about very quickly and right off the top we would be very, very surprised.

MR. MacNEIL: Mr. Kelly has a number of facts and figures here.

MR. KELLY: Well, again we are extremely similar as far as amounts of monies we spend on new books is concerned. I can elaborate that point a little further.

I would like to go into the service that is being provided right now by the Canadian agencies for foreign publications. I could mention the name --

DR. JEANNERET: Go ahead and mention it.

MR. KELLY: This is a letter I wrote to Burns and MacEachern. I state:

" I am enclosing a copy of a letter of May ... And within the envelope together with a list of

1 " returns. Unfortunately somehow
2 someone seems to have misplaced the
3 volumes I sent. As you can see I
4 was very precise in my instructions to
5 your firm. If some arrangements can be
6 made to return some of the shipments --"
7 This is quite a large shipment I had.
8 " -- I would be most grateful. If
9 not, will you accept the shipment for
10 payment? Awaiting response. In the
11 future please do not send ALS books
12 as we have had to curtail our method
13 of ordering these materials. The
14 difficulties and extremely poor service
15 and in this case two years and three
16 months to receive 39 American books
17 published in the United States is
18 extremely discouraging."
19 The first report that we received that the items
20 were available from the firm was a letter
21 sent to us on May 10th, 1971. Many of the titles
22 in the shipment had to be purchased elsewhere
23 and have been catalogued and sitting on our shelves
24 for at least two years. Then, this is the most
25 important point: What do we have to do on our
26 part to receive in print U.S. materials from
27 agencies in Canada within a reasonable length of
28 time?
29 I wonder if this situation could
30 or would be tolerated in any other commercial,

industrial or trade agency?

I am not trying to single out a single supplier. I can go through various items. I have another one from Prentice Hall of Canada and it is a report on a book that we ordered. It says:

" No Canadian rights, suggest you order from the foreign supplier."

This seems to be a basic problem. Unfortunately it is all too common.

THE CHAIRMAN: You are talking then about agencies, not publishers per se although some of them were mentioned. You are talking about the agency difficulty?

MR. KELLY: The agency difficulty. As far as Canadian publications are concerned we have been attempting to buy everything as far as possible that is printed or published in Canada by or about Canadians if possible.

DR. JEANNERET: Including, I presume, children's books. Would you take them too?

MR. KELLY: We are considering taking children's books as we are evolving a program, of course. Here, of course, we take French language only. That would be for the teachers for Ecole Normale Teacher's College. Of course, the public libraries require children's books and various other types of books --- crocheting and so-called Canadian imprints. This particular firm Burns and MacEachern are fairly good but there

is another particular firm that provides us as well. However, you can find out about crocheting and things like that.

DR. JEANNERET: Mr. Kelly, it goes without saying that the Commission is not unaware of the service problems that you are reporting. We have had many submissions on this and we have first-hand knowledge of it. I myself am responsible for administering four college bookstores and am sensitive of the problem.

It is true, though, that we have also had many submissions which indicate that somewhere between the educational book publishing business and the agency business lies the solution to financing what original trade publishing has done. It doesn't follow with all so-called exclusive agents engaged in major Canadian publishing programs,, we are very much aware of the situation there but those who do with one possible exception do lean on these other parts of their business rather heavily. It would hardly do -- not to commit our final thinking at all -- it would hardly do to legislate that or issue regulations that decreed that the expenditure of public funds to use the usual argument must be channelled through inefficient sources. This would not work out at all.

On the other hand, I think you will recognize -- and I ask you to comment on this -- that there is a vicious circle in the present

1 situation, namely, that the more buying around
2 done by librarians the less good the warehousing
3 service on behalf of new publications possible
4 by the so-called exclusive agents. We have
5 been casting around for a mechanism whereby the thrust of
6 the operation could be reversed. We have not got
7 one yet. We have tried out a few ideas and a
8 few are under study right now by a joint committee
9 of OCUL and the Canadian Book Publishers Council
10 in particular.
11 The one that is under closest
12 scrutiny at the moment and the ball regarding this,
13 if I may mix my metaphors in the publisher's
14 court right now, is the system whereby there
15 would be a little old under-graduate openness
16 about ordering and that university libraries
17 might conceivably expose their orders for a
18 minimal length of time -- a week, eight days, ten
19 days, something of this nature, through a central,
20 not warehouse -- heaven forbid -- but through a
21 central agency which would perhaps by a computerized
22 keyboard distribute to all the Canadian
23 representatives the contents of such orders that
24 are to be confirmed in a short while, thus giving
25 the Toronto agent an opportunity, a minimal
26 opportunity either to fill or make known his
27 ability to fill immediately from stock in Toronto.
28 Now, with regard to books that
29 are purchased from overseas this would obviously,
30 if it could be made to work, speed up tremendously

receipt by academic libraries of overseas materials, and if they were not available then you are back where you started anyway and the thrust of such a system, if it could be made to work -- I am making no judgment on this right now, I see all sorts of problems -- would be to persuade publisher acting as a representative who did not have the stock to have it next time and conceivably there could be a rollback.

Now, I realize, we all realize, that there are other probjems that have to be dealt with -- relevant price for instance. But assuming competitive price, this would have to be spelled out preferably by mutual agreement. Assuming a high degree of competitiveness in price, perhaps not precise, assuming availability in Toronto, is it fair to ask you, would you prefer to get your books from Toronto, assuming they were there and you knew it?

MR. KELLY: Definitely. We always have preferred to purchase in Canada. We are probably one of the last ones using the publishers' academic library.

DR. JEANNERET: It was one of these co-operative inventions coming out of the paroxysms that the publishers have been going through trying to solve the problem themselves and not too successfully, I fear.

THE CHAIRMAN: If you prefer to buy in Canada as you put it, if you are buying an

American book produced in the United States from a subsidiary in Canada of that American corporation, is it still in your mind that you are buying in Canada?

MR. KELLY: That is a very good question and one I wonder if the Commission can answer? What do you consider a Canadian book?

THE CHAIRMAN: One of 10,000 questions we have to contemplate.

MR. KELLY: I don't know whether you would consider perhaps Macmillan as a Canadian firm.

THE CHAIRMAN: What would you think?

MR. KELLY: They have a firm, they have a warehouse, they are certainly a distributor. They are classified as a distributor in every particular item that we can classify.

Considering, say, for example, general publishers who publish, as I say, 11 titles. That is hardly a publisher in my estimation.

DR. JEANNERET: Not yet but perhaps tomorrow.

MR. KELLY: Will they funnel some of the profits back into book publishing?

Now, again, we are talking about trade publishing and I would like to get off this for a moment because I think for the universities trade publishing is only a very small proportion of the type of publication we require.

DR. JEANNERET: Although you say you purchase all Canadian books, trade or otherwise?

MR. MacNEIL: As much as otherwise.

MR. KELLY: Within reason. We don't buy books on coin collecting ---

DR. JEANNERET: Or regional cookbooks?

MR. KELLY: No. There are other areas, periodicals, for example, for the sciences, for example. A book is of importance, of course, but some other journals are more important than books are and I wish the professor was here to explain his publishing will be done, if at all, in a journal first and maybe never come to book publishing.

THE CHAIRMAN: Dr. Jeanneret is a director of the University of Toronto Press and there are a great many people involved in this.

MR. KELLY: For example, what do you see as the role of the university presses in Canadian

publishing? The University of Toronto, fine, but the other university presses?

DR. JEANNERET: Could I ask you a question on that, since you have brought it up? We have had a submission which might not be in the selfish interest of a certain university press, just a name which has some very interesting ideas and it is that there should be brought forward a universities of Ontario press as an authority, not as an imprint, through which funds could be made available to the individual universities to conduct their own publishing programs, but not to execute them, simply to furnish the selection and critical decision-making function, discharge those functions, and then for all the fulfillment functions, including the warehousing, the production and the order processing and the invoicing and the operations of the accounts receivable and possibly even the necessary advertising promotion, these could be discharged centrally in the interests, on the same computer too, in the name of this Universities of Ontario Press Authority. Now, I would be very glad to hear you comment on this as an idea.

MR. KELLY: Well, I got involved in this. I had been approached by two or three university professors, Canadians, and they wanted to know the name of a publisher to publish a manuscript. I told them it would be a very limited publication, 300 copies would be a best-seller. There is no way a trade publisher would even touch these. I knew

the University of Toronto Press would not touch it for the simple reason that they only had one alternative -- they had two alternatives -- they could publish it themselves or they could go to the United States. Two of them went to Europe and the book was accepted for publication. It seemed to me very strange that if we had a central agency in Ontario, a central university system whereby we could file these manuscripts and decide whether they were worthwhile publishing, they could have been published right here in Ontario by firms operating in Toronto, certainly. I mean, in printing, there is no use setting up 14 printing operations in the province but certainly a centralized agency could do this.

DR. JEANNERET: But it could be Laurentian University imprint and the critical function and the editorial committee for that purpose could be located right here, but all the facilities could be pooled.

MR. KELLY: This is what I ---

DR. JEANNERET: We have had nothing but support on this and would be interested to see what its impact would be and I would like to hear your comments on it.

MR. KELLY: I am sort of going back and forth, but I think something that has to be considered is the cost to the individual university and mentioning a centralized order procedure whereby we would send in orders, they would have a chance to have a competitive sort of bidding system and if

they could supply, fine, and if not, the order could be sent back. What has to be considered here is the cost, the cost to the individual university library or libraries to do this type of function and some subsidy would have to be put in. What I am talking about here is having an order sent back, having it cancelled and then re-ordering.

DR. JEANNERET: I don't think this is the suggestion, Mr. Kelly. I think the suggestion is that you would make out your order in exactly the form you are making now and address it, for all practical purposes, in exactly the way you do now, but you would expose it, so to speak, through the central agency for a limited period of time in the hope that other certain things could be cancelled off or filled.

MR. KELLY: That would be perfectly acceptable.

DR. JEANNERET: You approve that in principle?

MR. KELLY: Yes.

DR. JEANNERET: There are many bugs and headaches, one of them, namely, how to handle the jobbers' orders through the system.

MR. MacNEIL: Perhaps the biggest problem there is the single copy business. Universities can sometimes collect single copies and will a central agency like this be willing to, perhaps, purchase about 14 copies or even less than 14?

DR. JEANNERET: This would not

purchase anything. All it would do would be to funnel the information regarding the orders as instantaneously as possible to the self-styled exclusive representatives who would have the option of filling, and if they didn't fill, you are exactly where you are anyway, but the thrust would be on them to fill, stop to fill.

MR. MacNEIL: There is a time problem here too.

DR. JEANNERET: Yes, how long does it take you to get a British book from the day you order it to the day you put it on the shelf? I take it it is sometimes 12 or 16 weeks.

MR. MacNEIL: Certainly, but what I am getting at is if it has to be funnelled through a central agency and has to, perhaps, spend some time in the internal system and then finally go out, how much ---

DR. JEANNERET: There would have to be a total time limit placed on this exercise. Let us say two weeks, just for argument's sake, and after two weeks your order goes wherever it is going and nobody fills it. This has to be understood. Within two weeks, if you could get a reasonable proportion of these foreign books from Toronto, you would be that much ahead over the 16-week wait you would otherwise have that might justify the two-week wait, and everything. We don't know where the break comes and we are looking at this but have not taken a position on it yet. This is under discussion.

MR. KELLY: Well, I am sort of going ahead of myself but perhaps in the future we will have central library ordering procedures as well, and technical processes.

DR. JEANNERET: That would be my other question. We found when we were talking to the O.C.U.L. group that there is at this stage of evolution in university library purchasing no really organized coordination of ordering whatsoever.

MR. MacNEIL: That is correct.

There is -- there is a central unit under investigation right now. We are examining the costs of technical processes throughout the university and this has been considered.

DR. JEANNERET: But perhaps all you are doing is using another stage of delay and I am sure this is one of your great worries.

MR. KELLY: It is not a worry for us as much as it will be, I would say, for our so-called Canadian distributors because, when we start ordering directly, we will order directly, through a central agency in Toronto, or wherever it may be in the province, and they will purchase, hopefully, three or four copies of the same titles. They no longer would be able to give, as the saying goes -- we are sending it out to various dealers right now in Canada.

We will just take Canada, but we are also sending them to the States. We will probably deal through one central agency, whatever it may be. They won't go to the various small distributing firms that are in Toronto now.

DR. JEANNERET: Not unless it is decided it would be in the interests of publishing and of the libraries in the long-haul in this country that they should.

THE CHAIRMAN: Are you saying you are talking about the formation of a central purchasing agency?

MR. KELLY: Yes.

THE CHAIRMAN: And that purchasing agency through which all the libraries would deal would then ---

MR. KELLY: They would be the ones to decide. It would be up to them to decide the agency.

THE CHAIRMAN: Your belief is that if that agency is to be established by the universities in particular that it would then, very likely, as an agency, buy from the publisher of origin, whether he was in the United States or England or wherever?

DR. JEANNERET: You would get it from a jobber.

THE CHAIRMAN: I am not so sure that anyone follows the course.

MR. MacNEIL: This is not just a central buying agency but a central, technical

processing agency where all the technical processes would be done in one particular place.

DR. JEANNERET: If this is achieved, or course, the same system of exposure could be used more usefully because, instead of having to process orders from 14 different agencies, it would be only analysing one, a consolidated order, and they could do this quite rapidly.

MR. KELLY: Hopefully, I foresee this at a certain date. Certainly the trend seems to be towards this in the other provinces.

THE CHAIRMAN: How far along are you intthe discussion of this?

MR. KELLY: Right now we are doing a feasibility study.

THE CHAIRMAN: Who is responsible for the feasibility study?

MR. MacNEIL: Mr. Cook of the office of library coordination.

DR. JEANNERET: Could I ask a very cynical question, and please give an honest answer? Let us assume there were agreement among all the university libraries to coordinate their purchasing through the central agency. This would, to some considerable degree eliminate the necessity of spending public funds through library budgets to send any of you overseas around the world, is that not true?

MR. MacNEIL: Pardon?

DR. JEANNERET: To send acquisition

librarians abroad to make arrangements with local jobbers in placed like Karachi.

MR. MacNEIL: I think there the processing unit would not take into consideration purchasing of collections and things like that. I think this would still be done on the local basis.

DR. JEANNERET: I see.

MR. KELLY: This would mean the items that were not distributed in Canada. Again ---

DR. JEANNERET: You better require a definition of what it would do?

MR. KELLY: Definitely, the terms of reference.

THE CHAIRMAN: We could probably get some information from Mr. Cook as to the status of the thinking in this particular regard.

MR. KELLY: I think he would be more than happy.

DR. JEANNERET: He appeared before us.

MR. MacNEIL: This is something that has just happened recently. It has just begun.

THE CHAIRMAN: I daresay it was since Mr. Cooke appeared before us.

DR. JEANNERET: We asked this question and there was no sign of co-ordination there which I pointed out.

MR. KELLY: We also have a centralized agency through Mr. Cooke and any purchase over a certain amount of money has to go through the office in Toronto before we can actually have approval to purchase.

DR. JEANNERET: Through what office?

MR. MacNEIL: That is not quite right. We have a procedure at the present time so that if Laurentian is interested in purchasing a collection that is over $2,000 we will notify the Office of Library Co-ordination. Now, they will let us know if the same collection is available in one of the other 14 university libraries or in a location somewhere in Ontario

DR. JEANNERET: What is the Office of Library Co-ordination? Could you identify it for us?

MR. MacNEIL: It is part of the Council of Ontario Universities. It is a body sponsored by the Council of Ontario Universities.

DR. JEANNERET: It is an inter-provincial, national?

MR. MacNEIL: No, it is an Ontario

thing and it is only for the 14 Ontario universities.

R. JEANNERET: Could I ask you to send us a short memorandum regarding it, that is, what do you call it -- the Office of --?

MR. KELLY: Library Co-ordination.

DR. JEANNERET: We have had no submission regarding it at all and we should have precise information regarding its present status.

THE CHAIRMAN: How long has that office, in effect, been in existence?

MR. KELLY: Well, maybe Bruce can fill you in on this better than I can but it was made a permanent office -- it was just part of the Ontario Bibliographic project and now it has been set up as an Office of Library Co-ordination.

MR. MacNEIL: Only in the last few months.

THE CHAIRMAN: You see what is happening to us is that we are beginning to find residual ramifications to our existence and we can see all these pieces are beginning to emerge.

MR. MacNEIL: This began a number of years ago, two or three years ago, and it started out as the Ontario University Bibliographic Centre project.

THE CHAIRMAN: All we are saying is that we are adding something perhaps to terms of steam or thrust.

MR. MacNEIL: Possibly I think that

this was originally formed because we feel that we are spending an awful lot of money on certain things and if there is a cheaper way of doing it, then we will find it.

DR. JEANNERET: To guard against the tendencies I am sure too.

MR. MacNEIL: That is right.

MR. KELLY: Unfortunately it has just happened that in actual fact this study that they did before, the recommendations were presented to librarians of Ontario.

DR. JEANNERET: We would be glad to have that information because it did not come out, as I recall, in our hearing with the OCUL group and we were on this subject at some little length.

MR. MacNEIL: I will contact Mr. Cooke and I am sure he will give you all the information you require.

THE CHAIRMAN: It is encouraging to know something of this kind is going on.

DR. JEANNERET: The bibliographic project I am well aware of.

MR. MacNEIL: This business of the $2,000 that I mentioned earlier, it is just a central agency to make sure that no one buys a set that they don't have to buy unnecessarily.

DR. JEANNERET: You don't bid against each other?

MR. MacNEIL: Well, I guess we do, I

guess we could.

DR. JEANNERET: Do you ever end up bidding against each other?

MR. MacNEIL: I am sure we do.

DR. JEANNERET: With the same public funds?

MR. MacNEIL: Whether it is public funds or gifts.

MR. KELLY: Again, we do in a way but we are not bidding against each other as much as McMaster and Toronto and some of the larger universities competing for the same set. We are very small in comparison with them.

THE CHAIRMAN: What about French-language material, what interest is that to you here? What significance has that?

MR. MacNEIL: I don't have any figures here but I think we spend approximately 18 per cent of our budget on French-language material. There just isn't more available.

DR. JEANNERET: To what extent do you buy this through Montreal? You buy all the Canadian material I presume?

MR. McNEIL: We have an agent in Montreal that provides us with Canadian material and we also have an agent in France.

MR. KELLY: For example, we spend about $7,500 in France. The Canadian agent is acting as a jobber for many of the French publishers and we are able to send it there and receive material

in Canada and it saves us a long waiting period of three to six months. We try and buy as much as possible Canadian, but it is rather difficult.

DR. JEANNERET: Downes, I think it was, made a very interesting generalization on the history of library acquisition practices when he said that in the beginning the function of the university library was to select and purchase and as time went on it become a function of filling requisitions originating at the faculty level normally and subsequently it became a function of acquisition, acquiring everything in broad areas and defined areas. I suppose that this is a fair statement.

MR. MacNEIL: It is changing again, it is going back.

DR. JEANNERET: Acquisition is too expensive and I suppose you are getting back to requisition filling, I suppose, are you, or selective purchasing?

MR. MacNEIL: We are even practising selective purchasing.

DR. JEANNERET: On whose judgment mostly?

MR. MacNEIL: At Laurentian it has not changed yet but in a number of the universities it is changing so that it is sort of a joint effort between the faculty and the library.

DR. JEANNERET: The faculty has a requisitioning privilege, I presume, or at least a

nominating privilege?

MR. MacNEIL: That is right.

MR. KELLY: Again as you say the picture is changing as the libraries grow. Some of the larger libraries are hiring bibliographers and when you talk in terms of $1 million or $2 million certainly you need an acquisition budget to round out your collection. Money is saved then to the benefit of the library.

DR. JEANNERET: You are in a field that I could go on with but I won't. I would like to ask one question. In the matter of publisher cataloguing practices from the university librarian standpoint, I presume you would welcome more consolidated cataloguing, on a subject classification basis and I wondered if you would carry this to the point of urging that catalogues be organized on some librarian's rationale basis of classification either by Dewey or L.C., or otherwise, where the catalogues are oriented to the publisher rather than the consumer?

MR. KELLY: I was going through some of the publishers' catalogues. We have no uniformity, for example, in the publishers' catalogues. Some are weekly, some are monthly, some are yearly, some are half-year, et cetera, certainly one unit if we had some sort of a reviewing, there is one periodical now --

DR. JEANNERET: Canadian Books in Print?

MR. KELLY: No, there is a reviewing periodical as well.

DR. JEANNERET: Yes, Books in Canada, Clery. But you would welcome, would you, if, for example, Canadian Books in Print could be sophisticated to the next stage of subject classification?

MR. KELLY: Again, certainly we would welcome this. We would welcome any attempt at bibliographic access but there again the uniformity of standards, I think we would be more than willing to help out the publishers responsible for something like this.

MR. MacNEIL: Currency is very important to us.

MR. KELLY: Yes, for instance, Canadian Books in Print, we get this in such wide periods they are not much use to us.

DR. JEANNERET: If these were published on a monthly basis you would welcome this, I am sure?

MR. KELLY: Yes.

DR. JEANNERET: It is a more highly automated bibliography than was thought possible a few years ago. It is on magnetic tape, as you know, and it is published by computerized type-setting.

MR. KELLY: We should have something in the role of a national library cataloguing. Fortunately it is not current right now.

MR. MacNEIL: We are trying to automate the system now but not making much progress.

THE CHAIRMAN: Thank you very much for coming and chatting with us. We have got everything down that you said and we have heard the approaches that you have brought to us. We appreciate your coming and assisting us.

DR. JEANNERET: A very pertinent interview.

SUBMISSION OF LAURENTIAN UNIVERSITY BOOKSTORE

THE CHAIRMAN: We have with us now Mr. Richard Morin, Manager, Laurentian University Bookstore. We welcome you, Mr. Morin. You have a few things to tell us, I hope, in connection with your problems?

MR. MORIN: Well, my problems are pretty well similar to every other college bookstore in the province. Mainly the problem of books arriving from the States to their distributors in Toronto and, of course, each year it is the pricing problem. We have to cope with the students year after year, saying, "How come this in the American books printed is listed at $8.50 and I am paying $9.50?". This is one of the problems we are faced with. Also, of course, the delay in shipping. Stocks that are held in Toronto are not high enough to support our orders. Again the back order reports. Classes start in September and sometimes we don't

get our books until the end of October.

DR. JEANNERET: When do you order?

MR. MORIN: I order between April 15th and May 15th. Now, of course, there are always delays such as late book orders coming in from the faculty which don't go through until June or July and then again we do not deal with the companies direct. We have distributors in Toronto so, therefore, if they don't have the stock in Toronto they have to order it from head office.

DR. JEANNERET: A good many though you deal with direct where they are not represented?

MR. MORIN: Yes.

DR. JEANNERET: What is your policy when you import direct from the States from a publisher not represented here? Do you sell at his list price?

MR. MORIN: We sell at his list price.

DR. JEANNERET: You have a commission on this?

MR. MORIN: Yes.

THE CHAIRMAN: What percentage of your acquisitions are in general terms, direct from the United States or direct from the U.K. rather than from an agent here in Canada?

MR. MORIN: It is very low, I would say maybe 35 to 45 per cent.

DR. JEANNERET: That is pretty high. You mean that you purchase one-third of your books direct?

MR. MORIN: No. It is actually lower than that. You see, we are dealing with the French publishers as well as the English, because we are a bilingual university. Most of my French books come directly from Paris. We have a distributor in Paris, so it would be maybe 15 or 10 per cent.

DR. JEANNERET: You convert the franc at the current rate?

MR. MORIN: Yes.

THE CHAIRMAN: THen of the balance, talking about 85 per cent of your purchases ---

MR. MORIN: Come from the distributors in Toronto.

THE CHAIRMAN: Do any of your purchases come from publishers directly in the United States? Do you deal directly with any of them?

MR. MORIN: Yes.

THE CHAIRMAN: In what percentage or ball-park figure would you deal directly? That is because they are not represented?

MR. MORIN: Right. I would say about 10 per cent.

THE CHAIRMAN: If not 10 per cent, what kind of service do you get when you deal with them directly, how would it stack up?

MR. MORIN: The service I get is very good. I would say, if I place an order, I have figured it out to be about 2 to 2-1/2 weeks. On my terms of delivery it depends on the course and it also depends on the fellow teaching the course. For

example, if he is a fellow who was hired quite late and didn't submit any of his lists to me, I directly call the firm and have them then ship air express if it is faster. Of course, then we have the problem of the customs. Whereas they have to come through different customs and we make out forms and by the time this is cleared, this is where the real delay is, not through the company. It is through ---

DR. JEANNERET: Your agents in Toronto have the same problem when you buy from them? When do you buy correct? Are you ever able to return books freely, directly abroad?

MR. MORIN: Directly, yes.

DR. JEANNERET: You send books back to France?

MR. MORIN: No, never.

DR. JEANNERET: Do you send books back directly to the United States?

MR. MORIN: Yes.

DR. JEANNERET: That amazes me because, in my experience, this has been not a practical thing to do. It is theoretically possible.

MR. MORIN: On textbooks but not usually on trade books. It is easier to reduce them in price.

DR. EJEANNERET: When you buy from Toronto representatives you are normally able to return them?

MR. MORIN: Yes.

DR. JEANNERET: Is this an advantage

to you

MR. MORIN: Yes.

DR. JEANNERET: What percent of your purchases from Toronto publishers have you found it necessary to return?

THE CHAIRMAN: That is Toronto agents.

DR. ANNERET: Toronto publisher-agents.

MR. MORIN: I would say it is high sometimes lower at other times. It depends on how I do my buying.

THE CHAIRMAN: You had better identify what you mean by "high".

MR. MORIN: Well, I would say a good 20 per cent.

DR. JEANNERET: That is the high figure I have heard mentioned, but your total gross margin on most of them is 20 per cent, isn't it?

MR. MORIN: Yes.

DR. JEANNERET: This is a very heavy overhead, and I don't say this to defend these agents because I recognize your problems.-- it is a heavy overhead, having to handle these returns.

MR. MORIN: In the college business it is very hard to tell what the amount is going to be and because of the difficulty in getting, if you are short, getting back orders and getting the re-orders, we always try to have at least enough on hand -- of course, if enrolment is down that year

in that course, then you are stuck with 50 copies at $11, that is quite a bit of money.

DR. JEANNERET: In other words, what you are saying is the problem of estimating is acute at your level. It must be equally acute at the instructor's level and it is equally acute at the agent's level and it is not too surprising that there are major problems of supply.

MR. MORIN: Generally each sales representative that comes from these companies to the university faculty, half the time don't inform us managers as to what books they have been showing them or what their decisions were on purchasing them. The only time I see this is when I get the requisition from the faculty member.

DR. JEANNERET: That is what counts. Do you have any commerce with the members of the faculty in unsolicited desk copies that they receive from publishers? Do they ever bring them in to you to sell?

MR. MORIN: They try.

DR. JEANNERET: Do you go into this?

MR. MORIN: Definitely not. I have nothing to do with desk copies and I am not in the desk copy business. Of course, they are going to try to do this. Of course, again, there are an awful lot of companies that are going out to printing on the inside covers of their books, you know, "Compliments of". You couldn't very well sell it, but it has happened that a lot of professors forget to

advise their secretaries to order their desk copies. They come in to me and say "May I borrow a book and return it to you when my desk copy arrives?". I will do this for them until their desk copy arrives and then they bring in my copy or the desk copy if it is not marked, but I mean, this is just ---

DR. JEANNERET: If we leave a great many obvious questions unasked, you will understand we have been over this very frequently and I, personally, have four college stores to worry about but we are sympathetic with most of the points you have raised.

THE CHAIRMAN: Are there any other points you would like to mention that really stick out in your mind that we might consider?

MR. MORIN: No, I think they have all been pretty well touched on. I think that you pretty well know that all of us are in the same situation and all have the same questions.

THE CHAIRMAN: We know what the problems are.

DR. JEANNERET: What about paperbacks? I suppose a quality paperback means as much to you as most college stores?

MR. MORIN: Definitely.

DR. JEANNERET: And the trend is away from the single, prescribed text, especially in the social sciences, there are reading lists and free choice. Do you give a pretty thorough coverage to Canadian quality paperbacks?

MR. MORIN: Yes, we do.

THE CHAIRMAN: Thank you very much for coming. We appreciate it very much indeed.

SUBMISSION OF WOLFE'S BOOKSTORE

THE CHAIRMAN: We would just like to read the brief you have been kind enough to give us this morning. It will just take a minute.

DR. JEANNERET: It is a very good brief.

THE CHAIRMAN: Mr. Moses, this is a very interesting brief. We wonder if you would touch on the high points that you would like to discuss in connection with it and we will discuss the whole thing if you tell us what you consider to be the major points and we will go on from there.

MR. MOSES: Well, I think that there are areas in the book business, the retail-book end that we should be sharing part of the prosperity from. I feel we are missing out on certain areas like the school library book business and the public library book business. Those are the two major elements. I feel that the bookseller in any small town or even the cities, for that matter, should share in library-book business. I feel, too, that the publishers are a little too generous with their discounts to schools and libraries where they are

also our supplier and competitor at the same time.

DR. JEANNERET: You are advocating there, really, without saying it, something similar to the British Net Book Agreement?

MR. MOSES: Yes, I would like to see something similar set up here in Canada where all schools, libraries do their purchasing through the bookstore in the area or wherever they wish to purchase their books, but through a retail book outlet, rather than through direct sources.

DR. JEANNERET: Do you think Mr. David Henry and the Honourable Mr. Basford would allow us to have a net book agreement in this country?

MR. MOSES: I think they would. If we consider the merit in making a stronger retail book industry, this country is very, very weak in retail outlets and I think it is for that reason -- it might cost -- it might result in a little higher taxes to the taxpayer, but in the end it would be a great contribution to the country to have more bookstores.

DR. JEANNERET: Quite obviously Quebec has done this, has it not? Have you followed the Quebec-Orders-in-Council?

MR. MOSES: No.

THE CHAIRMAN: The system is quite different from that, generally speaking. They have recently, in effect, taken the kind of view that you are taking with regard to the booksellers in the Province and they have undertaken, through

Orders-in-Council to require that with regard to agencies where public money, in effect, is spent for books, that in order to receive the grants from the provincial government through those agencies, the school or library, the purchases would have to be through qualified and, in effect, licensed retail bookstores which, in effect, is something along the line you are suggesting, where schools and public institutions where the taxpayers' dollars are being spent. Then an opportunity would be given to the retail bookstore serving the particular community or region. Is that, in effect, one of the things you are saying?

MR. MOSES: It is, yes. Perhaps we should be doing our book business in Quebec where the bookseller is getting a little extra protection. This business, this book business is a two-way street. We respect the publisher to a point where we do not do any indirect buying. We do all our buying direct from the agent, if there is an agent in Canada. We do not buy around the publisher. The only time we do not buy direct from the publisher is when we do not have a representative in the country.

THE CHAIRMAN: But they sell around. What you are saying is that publishers, in effect, are quite prepared to sell around you.

MR. MOSES: They are not showing us the same degree of benevolence that we are showing to them.

DR. JEANNERET: And they are bought around, as is implied in your two-line statement on page 3, referring to the public library or school library and public library purchasing:

> "An enquiry would reveal that one of the main beneficiaries of these millions is a subsidiary of an American Book Processing company."

I know what you mean,and we might mention it for the record. It is Purvis Bro-Dart.

MR. MOSES: Yes. They have a tremendous catalogue of books they supply. I don't think they are too strong on Canadian books but, nevertheless, the Canadian books they do sell are by-passing the Canadian book publisher and they should really be sharing in the prosperity of the school library book business, rather than the American enterprise.

DR. JEANNERET: I would like to say I agree very much with your underlying principle that book buying and book publishing in Canada should be more thoroughly done.

I think you say that, you don't say it in those words but this is implicit.

MR. MOSES: That is right.

THE CHAIRMAN: What you are saying too, is that the booksellers ought to be receiving just as much attention with regard to their financial viability and their continuing existence as the book publishing industry is receiving at the moment?

MR. MOSES: That is right, I think that we should share in part of this financial aid that the government is considering giving as subsidies to the industry. I think if it started at the bookseller it would, in turn, have the effect of contributing to the prosperity of the publisher by being able to buy unrestricted. Right now we can't round out our inventory well enough to really do an adequate job for the population.

DR. JEANNERET: Mr. Moses, you raise the question of space available in retail outlets and I am sure you feel that there is none?

MR. MOSES: Well, the space available is dictated by the response you get from your clientele. If the clientele are great enough it is always possible to expand your area.

DR. JEANNERET: If it were possible in some way to provide the capital assistance to the comprehensive booksellers in Ontario --and and I note for the record there are probably fewer

comprehensive booksellers than there are book publishers in Ontario -- if it were possible, how would you cope with the problem of space? I mean it would follow automatically that a larger inventory would greatly stimulate or quickly stimulate the book purchasing habits of the community. You have not the space to cope with a larger inventory, have you?

MR. MOSES: We have a floor above which could be diverted to that particular field very nicely. As a matter of fact, when the building was erected there was space allocated and the stairwell is right there ready to go up. I had anticipated we would be expanding up there but instead the two exhibit rooms that we did have for the school library books that were on the JP-2B Ontario list, we had two exhibits up there that went very nicely for some time until this new firm got into the library school business and we lost that particular business so the rooms are closed down.

I have been informed by many of the school libraries that they would be happy to patronize us again if we could get into the field of processing books. It is quite a problem to cope with. We would need a trained librarian on our staff to go through the different intricacies of the processing.

DR. JEANNERET: The publishers might help in that regard. Would you offer an

estimate of the proportion of the books you sell that are Canadian published, that are original Canadian books, just as a rough estimate of your turnover? I want to get an idea in your opinion of the importance of original Canadian publishing in relation to all publishing that goes through your hands.

MR. MOSES: It has been increasing year by year. Last year was a bumper year.

THE CHAIRMAN: How big a bump was it?

MR. MOSES: Well, two authors showed a marked increase. At least 10 per cent over previous years, if not more.

THE CHAIRMAN: What is the relationship of the over-all volume, how much of your over-all volume relates to the sale of Canadian - how much of your volume of books is related to Canadian books?

MR. MOSES: In dollars and cents?

THE CHAIRMAN: No, in percentages.

MR. MOSES: I would say half.

DR. JEANNERET: That is very interesting. Britnell's put it at 20 and 25 per cent, so you are doing very well here.

MR. MOSES: We devote a fair amount of space to Canadian books and we are doing very well, both in hardbacks and paperbacks.

DR.JEANNERET: In the end your allocation of space to different kinds of books,

different categories of books, different sources of books is going to have to be determined necessarily on profitability, isn't it? There is nothing wrong if it is.

MR. MOSES: I don't quite understand your question.

DR. JEANNERET: You are going to have to understand the profitability in terms of turnover in dollar value and margin in making your own decision as to whether or not you give half your store to Canadian books or a quarter of your store to Canadian books or whatever it might be?

MR. MOSES: I think it depends on the number of books that are worthy of this space. If a title is in demand, we will give it all the space we need.

DR. JEANNERET: You have to make a skilled business judgment, though, that is what it amounts to. I ask this question -- I won't press you on it -- but I ask this question because in the field of paperbacks, especially in the field of mass paperback distribution, we constantly were told that the Canadian mass market paperback would not sell and that the profitability consideration led to referring to imports in all cases. Then the suggestion has been put forward -- and we have certainly taken no position on this -- that a certain percentage of these mass market paperback stands might be devoted to Canadian books.

We recognize the fact that a decision to insist on this could put a lot of booksellers out of business. You might comment on this.

MR. MOSES: Well, I can't see that there are enough Canadian paperbacks of a mass market type to make that much difference. We have tried to mix the Canadian mass market type paperback with the mass market American books to see if it would help any. I don't think that it has really given us much of a shot in the arm.

DR. JEANNERET: Are you able to purchase your American Library and other mass market paperback lines directly from the publishers or do you buy them from news companies?

MR. MOSES: I am very -- I don't know how to put it, I guess I am showing too much benevolence to our local distributor to take advantage if they offered me to buy direct from them. I continue buying from the local news dealer, although they have made approaches to me to buy their paperback books direct.

DR. JEANNERET: You would get a better discount if you bought direct?

MR. MOSES: Yes, indeed you would.

DR. JEANNERET: But you could get them direct, could you?

MR. MOSES: You could, yes.

DR.JEANNERET: In some areas this is not possible.

THE CHAIRMAN: When have you been approached -- recently?

MR. MOSES: We could have had Signet-Mentor books, a volume that they are pushing in the area here and they offered it to us. We would have to give them some sort of guarantee.

THE CHAIRMAN: When was this?

MR. MOSES: This was two or three years ago at the Canadian Retail Booksellers convention.

DR. JEANNERET: On the whole you are pleased with the service you have had from your local news company?

MR. MOSES: Not really, no.

DR. JEANNERET: Sorry, I didn't mean to put that in your mouth, I thought that was what you said.

MR. MOSES: No, we do not get the sort of service we would like on special orders. That is a very great weakness of their distribution.

DR. JEANNERET: But you elect to purchase from them rather than directly?

MR. MOSES: We have up until now but we are giving it consideration. It depends on the kind of job they are going to do. They have been bought out by an American concern and it might be doing better.

DR. JEANNERET: This is positively a non-sequitur.

THE CHAIRMAN: When were they bought

out by the American concern?

MR. MOSES: Nine months ago.

DR. JEANNERET: Not since June 14th.

MR. MOSES: No.

THE CHAIRMAN: Have you seen any difference in the nine months?

MR. MOSES: Not really.

DR. JEANNERET: It is a very good brief, Mr. Moses. We don't ask questions on all aspects because we have been over a lot of these questions but we like to hear from a bookseller with your experience.

THE CHAIRMAN: We are, of course, very much concerned with the whole aspect of bookselling and in particular in those communities which do not have bookstores. There are many of those, of course, in Ontario -- smaller communities which don't have the benefit of someone who is in the business such as you are. That aspect has concerned us. Of course, your brief touches on a very valid point and that is the position of the retailers in Sudbury and how we should consider their problems in our recommendations.

DR. JEANNERET: You don't have an important mail order business, do you with books?

MR. MOSES: We have not been doing the proper solicitation but we have that in our plans, we have plans for that. The amount of orders we get now are derived from our newspaper

ad and the radio.

DR.JEANNERET: It is from the immediate community, mostly?

MR. MOSES: Yes. We do a big distribution of business for everybody catalogued in the area and that also includes quite a number of direct mail orders.

DR. JEANNERET: One of the reasons I ask this question, it has been suggested, for example, that Ontario -- and other places in Canada, too, our jurisdiction is Ontario -- are woefully poorly served in many communities in the matter of retail book buying because of the total absence and accessibility of a bookseller in that area. We have had to ask ourselves, is there any way we can encourage the development of retail book selling, private enterprise retail book selling and one suggestion has been made that on a strictly interim basis, a temporary basis, perhaps the highly sophisticated, highly developed, public library system could be turned to and some kind of encouragement given to branch libraries to sell at retail Canadian books at least but only in their own community and only pending the availability of a private enterprise bookseller.

MR. MOSES: I would not like to see such a trend develop. That would frustrate any potential bookseller from going into the area.

DR. JEANNERET: Well, you understand, it would have to be strictly controlled. If a book-

seller would go into the area then it would automatically pass over to him. Might not that stimulate and cultivate the market for a spreading retail industry on that basis?

MR. MOSES: We have had the experience of a bookseller from Montreal opening up in Toronto. His first branch in Toronto was in a public library and it was a dismal failure.

THE CHAIRMAN: The point here has to be properly reiterated. The suggestion has been made to us that this kind of scheme would operate under certain conditions only. It would operate only in a community or municipality where, first of all, there is no retail bookstore in operation. The French thing you are talking about in Toronto obviously doesn't fall into that class. Secondly, having got that criterion, it would be absolutely understood that it would be controlled so that in the event a retailer did want to open up, then the operation in the public library or wherever it is, would then cease in favour of the operation that would come on into stream by private enterprise. What we are looking at, of course, is the fact now that in many small communities which deserve to have the opportunity and people deserve to have the opportunity to acquire or buy and see books, they cannot do so.

MR. MOSES: I would be in favour of another method. I think it would be detrimental to the services rendered by the librarian and I don't think she could contend with the added responsibility. It would weaken their own services. I think it should be independent of a library and there should be some way of encouraging and financing a bookseller independently of a library in the community that needs the bookstore.

DR. JEANNERET: I know of your long experience in this field, and in the Canadian Retail Booksellers' Association and I would welcome a short supplementary brief from you on this point, on how this could be apcomplished. What you are saying is very pertinent and I don't want to just depend on your offhand comment.

MR. MOSES: I think, first of all, there would have to be something done regarding the publishers' practice of filling direct orders from individuals. These areas that are not served too well by booksellers are no doubt sending orders direct to the publishers to take care of their needs. I think that if the publishers would stop filling orders directly to individuals, referring them to the nearest town that has a bookstore for that particular area, eventually we would see springing up bookstores in the areas that need them.

DR. JEANNERET: I think the publishers have gone some distance in this direction and a good many of them do not fill orders.

MR. MOSES: Not a good many, only three or four, which is a very poor average.

DR. JEANNERET: Generally speaking, those direct orders are a costly part of a publisher's business. Generally speaking, a publisher can't afford to fill single orders, as you know. He is not geared to. He is very foolish to.

MR. MOSES: Nevertheless, they do it. We conducted many experiments by submitting orders and the orders were filled. I got my staff members to send orders in and they certainly were filled by people who we do an awful lot of business with and they should show us the courtesy of just sending us the order.

THE CHAIRMAN: I wonder if, following all of Dr. Jeanneret's suggestions, you might consider giving us a memorandum or a dletter in relation to this particular question. You can see the area we are interested in. We are not at all sure how the need can be met and we are thinking of the buying public, the people in the communities who should have access. This is our major concern. Whether or not it can be achieved in any number of ways. We would be interested in asking you if you could do that for us.

MR.MOSES: All right. I will have to give it a little bit of thought.

THE CHAIRMAN: Sure, this is the point, rather than hit you with it now, we would like you to think about it because we need help in this

regard and whatever you can put together for us would be most useful on that point.

DR. JEANNERET: We are thinking of expanding the retail business or providing incentives to expand in areas where there is no competition now; in other words, not to compete with you, but to offer a service for the first time.

MR. MOSES: Have you any thoughts on government financial aid, as indicated in my brief? Do you feel that, while the Ontario government is considering aid to other publishing sections of the industry, that it might consider offering aid to the retail booksellers in the province, many of whom need help?

THE CHAIRMAN: I think the best position we can take in response to that, Mr. Moses, is the point you raised is a very good one. We will, of course, consider that aspect of the thing, just as we have considered several other matters we have already reported on. Certainly it is not a matter that has escaped our attention. There is no way either of us could indicate to you directly or indirectly, how the Commission is thinking, because we just have not got conclusions on these points. It is certainly a matter we will contemplate.

MR. MOSES: I couldn't resist the temptation to put out a feeler.

DR. JEANNERET: One of the biggest problems is to define a bookseller,who is a bookseller?

THE CHAIRMAN: Retail bookseller.

MR. MOSES: I think there would be a lot of potential booksellers around the country who would love to get into books, many Canadians would make very good potential booksellers.

DR. JEANNERET: A good many retailers who are not booksellers, but nominally style themselves as such, too.

THE CHAIRMAN: The same thing applies to publishing, of course, too.

MR. MOSES: We are not booksellers in the strict sense of the word, even. I was hoping our volume would develop so I could convert to 100 per cent bookseller, but until things get better, I say we are on the 60-40 basis, 60 per cent books and 40 per cent stationery.

DR. JEANNERET: It is more closely related than many of them are, retailers' other lines are.

MR. MOSES: I think I have covered most of the points I intended. I brought my assistant down in case I forgot anything. She may have something to add. I would like to introduce you to Mrs. Kelson who has been with me for 12 years. I guess she doesn't have anything to bring up.

DR. JEANNERET: It is a very good brief.

THE CHAIRMAN: Obviously she made some contribution to the brief by her association with you.

MR. MOSES: We talked it over.

THE CHAIRMAN: Thank you very much. That is a most helpful, first-class brief.

MR. MOSES: Thank you for giving me the opportunity to address you.

DR. JEANNERET: Do write us on that one point after you think it over. Nothing in what we said was to indicate a position, you understand. It is we just want your views.

MR. MOSES: Thank you, I will.

SUBMISSION OF MR. J. RODRIGUEZ

THE CHAIRMAN: We have now with us, Mr. J. Rodriguez, elementary school teacher, Which school are you with?

MR. RODRIGUEZ: St. Paul the Apostle in Coneston.

THE CHAIRMAN: You are here in a personal capacity?

MR. RODRIGUEZ: That is right. It reflects my opinion and mine only.

THE CHAIRMAN: How long have you been teaching?

MR. RODRIGUEZ: For 13 years.

THE CHAIRMAN: What grades do you teach?

MR. RODRIGUEZ: I started teaching

Grade III and moved along to Grade VII and VIII and then I was appointed principal of our elementary school and I teach mathematics to the senior students in school.

THE CHAIRMAN: How many students do you have in the school?

MR. RODRIGUEZ: They have 415.

THE CHAIRMAN: And what is the basis of the population, English-speaking, a proportion of French-speaking, or what?

MR. RODRIGUEZ: It is a microcosm of Canada more than anything else, Ukranians, Polish, French, English, Indians and one Spaniard.

THE CHAIRMAN: One Spaniard. He probably causes more activity than all the rest of them together.

MR. RODRIGUEZ: Judging from my wife's comments, yes.

THE CHAIRMAN: I won't ask you to address us in Spanish, but would you go ahead and tell us what you like?

MR. RODRIGUEZ: I am rather concerned about the textbook aspects of our school programs and so I have entitled my brief:

> "WANTED: A policy that would encourage the writing and publication of material, especially in the field of Language and the Social Sciences, which reflect the reality of the Canadian way of life

and the development of a truly distinctive Canadian culture, and which would be used in the Schools of Ontario."

"The purpose of this paper is to explore briefly:

a) The distorted view of present-day Canaidan Culture as presented by one set of readers used in the elementary schools of Ontario.

b) The reinforcement of such a view in some of the Social Studies texts used at the primary level."

THE CHAIRMAN: Have you got more copies of that?

MR. RODRIGUEZ: I intended to have copies made, but we have to share a secretary with two other schools.

THE CHAIRMAN: We will make copies. It helps our reporters, but how long is the document you are reading?

MR. RODRIGUEZ: Seven pages.

THE CHAIRMAN: If you could gallop through that ---

MR. RODRIGUEZ: "c) What a people's government in Ontario can do about helping to develop a truly distinctive Canadian culture.

"What picture of Canada and Canada's relationship to the world do the children obtain from the readers

and history texts? What ideas about their country are Ontario students expected to gain from their readings -- what ideas about Canada's history, her culture, her economy, her peoples?

"It is not to be assumed, of course, that textbooks are the student's only source of ideas. How he views his country will very much depend on how individual teachers interpret and make use of the same textbooks and on what extra textual material teachers introduce into their classes.

"In presenting this paper, all I have done is to look at an example, of a set of readers being used in Ontario schools and to glance through some of the Social Studies texts, making many value-judgments which may or may not have relevance to the Canadian community."

I personally feel they do.

"I feel that our proximity to the United States and our relatively high level of industrialization has brought us under United States domination. Our integration into the American empire will become more complex as its colonial strangle hold

in Latin America and Asia is broken. But where does that leave us?

"The schools of any system are the main ideological training ground for the people that live under that system. The communication arts and Social Studies in particular are the subjects through which our ideas about the community and the world are transmitted. A.B. Hodgetts of OLI.S.E. in his study of civic education in Canada, entitled What Culture? What Heritage? sums it up, 'young Canadians ought to be encouraged to become more interested in their part, more aware of the complexities and challenges in contemporary society, and intelligently concerned about the future of their country as an independent political entity and a member of the community of nations.'

"If we wish to preserve those wholesome characteristics which identify this nation, then care must be taken that our schools are not used primarily as channels for other nations' cultures. In a recent national survey . . ."

-- done by the F.W.P.A.O. and another body, and they did a survey in 1969 with respect to texts used in

1 schools across Canada --

2 ". . . it was found that American
3 texts and magazines constitute one of
4 the major foreign influences in
5 Canadian education.

6 "But let's look at the Ontario
7 child's earliest experiences with
8 the language programme. One of the
9 approved series for primary reading
10 is: Canadian Reading Development
11 Series (Copp Clark) edited by Dr.
12 J.R. McIntosh.

13 "The teacher's manual . . ."

14 and I have sample copies here of the teacher's manual
15 and the series, the pre-primers and the first readers:

16 "The teacher's manual offers
17 the following explanation: 'The
18 feature of this Series which most
19 sharply distinguishes it from that
20 of any other important basal Series
21 in Canada or the United States is
22 its emphasis upon early independence
23 in reading. Its skill development
24 program is so conceived and constructed
25 that by the end of the first grade all
26 but the slowest of the children will
27 be able to read with relative ease
28 and phonetic monosyllable that is
29 made up of regular or common sound
30 elements'.

"Who can remain unmoved by such

noble purposes? Unfortunately the approach is purely technical, designed for the sole objective of inculcating a skill. Reading is seen not as a dynamic process through which a child communicates with the world he knows, and in which his interest will grow as reading proves itself relevant to his world, but as a technical attribute to be acquired by mechanical means. Little care seems to have been taken, therefore to bring the reading material in some approximate conformity with reality.

"The first volume in the series, Off To School . . ."

My son is presently in the first grade and he has that as a parallel reader:

". . . introduces us to the Green Family. One cannot be sure, but as far as can be ascertained the Greens are a typical Canadian middle-class family living on a farm somewhere in the middle of suburban Toronto. The three children, Janet, John, and Anne, all seem to be stereotypes of the all-Canadian children, adopted from the United States of America.

"As all Canadian children raised

on a farm, John and Janet dance ballet."

And all the children in these books are all blond and the parents are all white. The father always works at a collar and tie job and never brings home a lunch pail. On this particular subject basis you can see the relevance of the whole thing:

"Their parents, tall, slim, and Aryan, seem to exist for the sole purpose of taking them for rides, for buying Christmas trees, for taking them skiing, carnivaling or picnicking. The father is never seen at work and the most serious problem that comes up is the agonizing choice between the following activities:

"'We can play with Buttons.

"'We can play house.

"'We can play with Lucky.

"'We can play what we like, Ann.

"'We can sing and dance.'

"There is no mention, of course, of Canada, of the real world, of the real relationships between real people, or real problems. Despite the title there is no mention even of school. Surely even Grade 1 children have a much better conception of what the world is like than the conception mirrored in this book. To take and present with a fairy world far removed from their daily experience is to begin

the 'irrelevantial process' that soomer or later causes them to lose interest in reading altogether.

"In case children became too overburdened with reality in the first volume, the second is all play and stories -- mostly of animals. There is no attempt to make the book relevant even to the school situation -- to the real problems and situations children face in school. The closest we come to school is in this inspired ditty:

"School is over,
Oh, what fun!
Lessons finished,
Play begun.
Who'll run fastest,
You or I?
Who'll laugh loudest?
Let us try.

"The third volume in the series, by way of anti-climax, is entitled It's Story Time.

"To strike a more realistic note, the Grade II text is called, Stories Old and New. The assumption seems to be that grade 1 has successfully transformed children into near-idiots, if they were not so to begin with. There

are the usual animal stories, well-worn and true, such as The Hare and the Tortoise, The Lion and the Mouse, and others. And there is nothing in itself wrong with that. But as for most of the materials, it deals with painfully contrived situations, people, and themes. Why is it assumed that children will be interested in this plastic, synthetic pap -- or that it would be good if they were interested in it? Are elementary school children not people?

"And so our children are introduced to the Canadian reality. A stranger from another planet, after examining these early textual materials, would be hard put to believe that Ontario actively cultivates the mosaic pattern of its inhabitants."

And I have always held that we seem to accept the philosophy that Canada is not a melting pot of people who have emigrated to it as in the United States. We seem to want to preserve and have a mosaic, but I do not see it as being propagated in the text.

DR. JEANNERET: Are you going on to Grades IV, V and VI in the same series, because the Grade IV is Up and Away and so on and they are dense with Canadian material, as I recall. I don't know

the other three volumes.

MR. RODRIGUEZ: I am talking about when children are first introduced to reading and I think, you know, this is where the process begins:

"As we thumb through the various readers beyond Grade 2 there is scarcely an attempt to provide a Canadian cultural perspective. As a matter of fact, the teacher's manual of the reading texts for Grades Four and Five declares:

"It is of vital importance, therefore, to offer Canadian boys and girls, in whom an interest in community life is dawning, books which portray a general picture of Canada and give a definite impression of the ideals of the Canadian way of life. In doing so, there is no desire and no need to foster a narrow Canadian nationalism!"

This was a quote from Canadian Heritage Readers, another series by Dent this time, that is on Circular 14:

"It is revealing of our national psyche that the editors of a Canaidan textbook feel compelled to offer apologies for daring to give their book a Canadian perspective. Not for us narrow nationalism!"

THE CHAIRMAN: Which volume was that?

MR. RODRIGUEZ: Canadian Heritage Readers, Dent.

THE CHAIRMAN: You are apologizing for giving a nationalist approach?

MR. RODRIGUEZ: A narrow, Canadian nationalism.

THE CHAIRMAN: They are talking about Canada in terms of being a prime or great country?

MR. RODRIGUEZ: This is the consensus of the author in Grades IV and V readers of the Canadian Heritage Readers:

> "But what is the history of a nation with no culture? From whose point of view is this history told? A cursory glance at the junior division will tell us that the texts are well illustrated . . ."

These are the social studies texts:

> ". . .and simply written, But much is left unsaid, for example, in discussing Canada's economy, such as its factories of Quebec and Ontario, oil wells of

1. <u>The Canadian Heritage Readers</u>

- Dent

> "Alberta, and the mines of British Columbia, there is no mention as to who owns them. This fact, so crucial to the nation's economy,

is completely ignored as it is everywhere else in the study of Canada."

DR. JEANNERET: What grades are you talking about?

MR. RODRIGUEZ: Grades 5 to 8. There is much discussion and attention to those Canadians who"made it" in Canada. So that a great deal of prominence is given to the politicians, clergy, judges, governors, wholesale merchants, generals, bankers and civil servants. The common mass of people are largely ignored.

Very little is said about the farmers and workers who actually built this country with their hands -- they seem to have no cultural value at all. Organized labour whenever it is mentioned, which is seldom, is always cast as the ruffian-types from whom only violence can flow.

Some of the social studies texts even print barefaced lies to support the position of our southern neighbour. For example in the junior text Southern Lands, the following is written:

" Within the last twenty years, great changes have taken place in The South America.

People who were making a poor living from the land are now working in industry. The cities are growing rapidly. In fact, nowhere in this world is the population increasing faster than in South America. Although in the forests, the Llanos and the

1 " mountain people are still living in
2 poverty and ill health, in and near
3 the cities progress is rapidly being
4 made. Buildings of ultra-modern
5 design are being put up. Industries
6 of many kinds are being established.
7 South Americans have every reason to
8 be proud of the progress which they
9 have made."
10 Far from progress being made, con-
11 ditions in Latin America are rapidly deteriorating.
12 And lastly, students get a highly romanticized
13 view about our "friendly southern neighbour", about
14 the land of liberty, about Abraham Lincoln and
15 John Kennedy. Our students are never informed
16 that this same neighbour has been known to commit
17 very unfriendly acts, that the land of liberty
18 is a decaying and barely disguised police state
19 where astronauts are sent to the moon while thousands
20 starve, that slaves Lincoln freed are still
21 fighting for their freedom, most importantly,
22 that the highly touted, "friendship of our two
23 peoples" is but the cloak under which to hide a
24 real master-servant relationship.
25 Therefore, the extent and nature of
26 the Canadian content and viewpoint in our texts and
27 reference materials ought to be of major concern
28 to all Canadians.
29 If we believe that Canada has a future
30 as a nation, and it has a role to play on the world's

stage which can benefit other nations, then we must ensure that Ontario students receive a positive distinctive, Canadian alternative to a foreign culture. To do this we must control our own educational media. To do otherwise would be to court our own downfall as a people and as a nation.

I therefore recommend:

1. That the Ontario Department of Education set up an Ontario Council for grants to be paid to qualified Canadian scholars for research and writing, directed to the preparation of text and reference books, with excellence and Canadian orientation as two of the criteria.

2. That the Ontario Government establish Ontario Press -- a Crown Corporation to publish in French and English, Canadian texts and reference materials for use in schools, universities and colleges across Canada.

Thus ends the first reading.

THE CHAIRMAN: Very good.

DR. JEANNERET: Your illustrations of the Canadian Reader Development series, I remember the birth of that series and it was a direct reaction to Dick and Jane which I am sure you would deplore more vigoursly. It was Canadian in authorship, in concept and editorship and at that time publication, although that firm is now owned by a foreign principal.

Having regard for the standards of primary reading instruction and objectives at the

time it was an effort to do something completely Canadian. It was concerned with skills probably rather than content. I find it difficult to see how conflict can play such as large a part as you have suggested in grade 1 reading materials, especially when that concept of approach is used. Everything that went into that was checked on a lore grading scale. I remember something about the history of this. But I wonder if a certain idealism isn't likely to characterize the primary and elementary reading materials in the schools.

The piece you read about South America I listened to as carefully as I could -- you went pretty rapidly -- and most of the specific statements could hardly be faulted although there was certainly an over-all major social problem with the expansion of the population, the relative poverty of the interior, and so on.

All these points are reasonably true statements, I think, so far as they go. They don't make an ultimate value judgment on the question of economic exploitation, ownership and things of this nature. I wonder almost whether or not the points that you are urging by implication, at least, at that point in your brief are our proper concern. They are important, there is no doubt about it.

Your final recommendation about an Ontario Press does concern me and does not have very many of the attributes of freedom of choice,

does it? Does this concern you? Do you not feel that there must be a rather considerable local autonomy in the matter of what books are used? It would mean that a central government would decide and pass on everything that was published and the publishers would become printers.

MR. RODRIGUEZ: No, I have not suggested that at all in the brief. I suggested the establishment of an Ontario Press with the Ontario Council being set up through this branch, grants would be given to qualified Canadian scholars so that texts could be written. That would not mean that you would have one set of readers which would be used in all the schools in Ontario. You could have the same set-up you have now. All I want to do is to remove the textbook as a reference material from the private firms.

DR. JEANNERET: And make them all published by the government?

MR. RODRIGUEZ: And that the government, through Ontario Press, publish the reference material and the text material to be used in the school.

Now, of course, the private enterprise companies can, of course, purchase material from American sources and if they want they can publish them and they can try to sell them to schools, yes, in competition with the Canadian stuff, definitely, but as far as I can see they ought not to get any supplementary grants if their enterprise has flopped.

DR.JEANNERET: In effect a very considerable part of what you are advocating has already been accomplished up to a point by the Circular 14 approach?where 87 per cent of the materials are Canadian authored and Canadian published. The extent to which it doesn't work is the question of the extent to which Circular 14 is honoured in the breach. That is another matter. But that is done by individuals competing with private publishers.

MR. RODRIGUEZ: Let me give you an example, A friend of mine did a reading series, she came up with an idea -- and it was a language experience approach -- and she sought publishers and I think she went to Clarke/Irwin or Holt Rinehart and the American outfits and she said, "Look, I have got this idea and I would like to have it published". They said, "Oh no, look, we have stocks of ideas all from the States here. What we need is a Canadian board of editors and we want this stuff to be transferred within the Canadian context and we will publish the stuff".

DR.JEANNERET: They can't get on Circular 14 with that approach.

MR. RODRIGUEZ: Well, they can take the basic thing there and bandy it up to make one think that it is Canadian. In this particular case she went to Gage finally and Gage put the material on the market but to even get started it cost $1 million to market the thing, to get it marketed.

It seems to me that the priorities ought to be in developing this kind of cultural background that we all give lip service to. We must maintain this mosaic. We don't want a melting pot philosophy and yet what we get is that kind of philosophy creeping in.

THE CHAIRMAN: What you are saying is that we are in the course of being melded into or melded with the American philosophy.

MR. RODRIGUEZ: Yes, take Holt Rinehart, they would want you, I suppose, to write some stuff which could be sold across the borders in the whole of North America so that the press runs would be great and they can make a nice profit.

THE CHAIRMAN: Let me see what it is I think you are trying to say. I think, if I interpret it correctly, it is well worth considering. What I think you are saying is that really in the private enterprise system in relation to its response to educational requirements in this province at least, there is a great deal left to be desired because of the interplay of private enterprise both from the viewpoint of the American involvement in the publishing industry and in terms of their hopeful adaptation of their material to our kind of teaching system and that really the best kind of achievement in the production of learning materials of this order for the children in our schools would be achieved if it

were, in fact, done by a representative government agency which would act independently, if you will, of the government and would be strictly for the purpose of having produced material which reflects the best of that body's judgment, Canadian viewpoint, Canadian culture and we are to the world not just an overlap of a mixture of cultures and you think that the track record to date is poor and that in your considered opinion a body, council or agency sponsored by government without all these competitive urges would, to a far better extent, be able to see to the production of books and material which are much more responsive to the goals and objectives that this country ought to have.

MR. RODRIGUEZ: That is putting it precisely. When I emigrated to Canada I left a British colony to come to Canada and I thought we were going to build a real country and it was a good country and I have fast realized that I have come to live in an American colony. All I have done is move from a British colony to an American colony. Anything that is done south of the border affects us so drastically.

THE CHAIRMAN: Really is there any evidence in this country that we are a nation of builders? Have you been able to find any? I am concerned about this personally.

MR. RODRIGUEZ: I think potentially. I think we will build this for our own selves. I

think we are builders to make it for ourselves.

THE CHAIRMAN: Individuals?

MR. RODRIGUEZ: Individuals. I think we are trying to make for ourselves -- this is the American dream --we are trying to make it for ourselves. Maybe that is what free enterprise is all about, I don't know, but it seems to me that there is nothing of concern about 400,000 people living in poverty in Canada. When I look at Ontario Place we talk $22 million thrown down the drain. I took grade 8 children there and they came out and said, "Sir, what was it all about?". Then we have a housing situation in Sudbury where I have got parents living in shacks. The thing is absolutely pathetic, absolutely pathetic -- people living in station wagons. You would not believe. Take a look around, drive through one of the little communities and drive into a little plaee called Wanup, just go down a few of the sideroads and see how the other half lives.

We also seem to put on a pedestal this great aspiration to make it, to become one of them, "them" meaning those who have a businessman's manner. If I may make a talk about the government moving into an area where there is no bookstore and setting up a library and then when a free enterpriser comes in to move out, use the taxpayers' dollar to set somebody up and when the business is good then you walk out. That is socialism for the rich. What about the poor guy? He is going to

have to pay the price with the fellow's profit added onto it.

DR. JEANNERET: The booksellers aren't rich.

MR. RODRIGUEZ: No, but I am just making a few points. I am sort of enumerating here and thinking aloud. You asked me if this was a country of builders. I am saying yes but very selfish. It is a bit of introspection maybe and maybe I have no right to say it because I have only been a Canadian for six years.

THE CHAIRMAN: If you are a Canadian you have the right to say anything you want to say as you know.

Well, it has been a very interesting brief. You have done well to bring to our attention the matters which concern you. They do concern us and they concern me personally very much. Our country I think at this time is in a most unusual critical stage. Our examination is only of a particularly small segment and may have an impact on people and it may or may not have some effect on the future. Nevertheless, we are in this country at this time in a very critical position with regard to where we are going and whether we are going to survive. I think we can and can very, very well, if there is a purpose.

I will have something to say about that some time.

MR. RODRIGUEZ: Thank you very much for your time.

SUBMISSION OF THE SUDBURY PUBLIC LIBRARY

THE CHAIRMAN: We have with us now Mr. Peter Hallsworth, Director of the Sudbury Public Library. We have your brief and we have had a chance to go through it. I wonder if you would touch on the high points you consider you would like to stress and we could question you on it later?

MR. HALLSWORTH: I think the first point that I make in the brief is one that does concern us. Perhaps I may just preface this by saying that this brief is based essentially on the dealings of two libraries, Sudbury Public Library and the North Central Regional Library. The brief is not an attempt to look at the whole publishing industry. It is a very narrow view, I realize, just looking at it as it affects us.

One of the points that we are concerned with is this question of Canadian publishers, Canadian agents. Both libraries are working together and we are, at the present time, purchasing much of our material from the United States and Britain, material that is published in those countries. We buy Canadian material in Canada. The point I am trying to make is that from our point of view Canadian agencies for books published in these other countries don't seem to serve any useful purpose. We seem to pay more money for worse service to get what, in effect, is the same book. This, I think,

is the problem. The economics of the situation is very important to us because of our declining economic situation in terms of our ability to purchase books. As I think I point out, the Sudbury Public Library book fund in 1971 is less than it was in 1970 and yet, book prices are increasing. This means, this year we are going to buy fewer books than we bought last year. Therefore, the price that we pay for books is very important to us.

This is the first point I want to make.

DR. JEANNERET: Your brief develops a real dilemma there, Mr. Hallsworth, and you deplore and I deplore the fact that the information that you get in the form of accessibility to examine books is as limited here as it is with relatively few publishers' representatives setting up relatively adequate, infrequent displays of new books, especially the new books, with inadequate information about their intentions to comment, notice that they are here, and so on. You made this point quite strongly and I read into this a concern on your part that you should have better information of this kind and that if you did have, it would assist you greatly in your whole operation of purchasing and selecting books. In the same brief you point out, and you have just acknowledged that you do most of your purchasing around these publishers anyway.

Now, there is a built-in dilemma here

and I suppose that one of the reasons -- I certainly don't say this to defend them, but to analyse the problem -- the reason that this display and representation service is as inadequate as it is is that they don't get the business if they do provide it and there is a question of which comes first.

MR. HALLSWORTH: I think so, yes. I may say that what we are doing now is not a long-established practice of these libraries. We have until, I think last year was really the first time we went into this on any scale and this year is the first time we have more or less committed ourselves to a definite program of this sort. In other words, the publishers have had a good many years' opportunity, as far as we are concerned, to provide this sort of service while we were purchasing material from them. Two or three years ago we purchased all our material through Canadian agents. The service that we obtained was poor and this is why we have made the moves we have and are not dealing with Canadian or British wholesalers at all. I think it would be reasonable to expect to perhaps pay a little more for the material we buy in order to get things like book displays, warehouse facilities and, another thing I mentioned, where we could have access, yes, we are, I think, prepared to pay for service. What we are objecting to is, in effect, higher prices for no benefit.

DR. JEANNERET: Would you comment

on what you would think about this? I would like to hypothesize a possible permanent, regional display of all Canadian books in print, within reachable distance of here, probably meeting right here, to which new Canadian books would be automatically added and so on. I am sure your reaction to such a service would be favourable. It would be, presumably, accessible to librarians, educationists, teachers of all kinds and booksellers. Whether or not it would be available otherwise than as a display centre to the public would have to be decided, but this is something you would want?

MR. HALLSWORTH: Yes, certainly.

THE CHAIRMAN: Your problem relates, not to Canadian books, but foreign books which you must purchase through Canadian agents?

MR. HALLSWORTH: Yes, American and British books in particular.

DR. JEANNERET: I was going to graft onto this that it would be very costly to provide this other service because of the books involved, 60,000 books a year.

MR. HALLSWORTH: I realize this and I appreciate it would not be possible to have the sort of facilities that would display everything, but if a display of the main titles that the agents carry, this sort of thing would be a very great help. I certainly wouldn't expect them to carry a full range, although I must say, on this question of carrying book stock that, to me, this is one of

the fundamental failures of the Canadian agents is that they do not carry stocks of the companies they represent. They list titles in catalogues and you order the book and then they have to send to the States or Britain to get it because they don't have it in stock or, perhaps they bought half a dozen copies which have already been sold.

DR. JEANNERET: Or given away to book reviewers.

MR. HALLSWORTH: Yes. This seems to be one of the most frequent reports we get on books which are listed in the publisher's catalogue, "Out of Stock", 8-weeks delivery", this sort of thing. The justification for agency operation is that they would, in fact, have the books to hand when you order them. If you have to send away for them, then we are further ahead.

DR. JEANNERET: If they had them in stock in Toronto, and assuming a reasonable competitiveness in case, you could get it. You would have a reaction to the suggestion that was discussed somewhat earlier and I don't know if you were here but, supposing there were provisions for exposure to a central agency for a week or so and they quickly filled locally by the Toronto publishers if they had it, and otherwise would head the way you were going. This might be of some assistance?

MR. HALLSWORTH: We would be quite glad to go along with that.

DR. JEANNERET: It is something that has been under vigorous discussion between the libraries and publishers with us sitting in the centre.

MR. HALLSWORTH: We certainly would support that.

The other point, really, has come out in the discussion so far, the fact that in this part of the province people do not have the opportunity to see books. That is one point I want to make. In terms of the shortage of bookstores and, as Mr. Moses was pointing out earlier, even virtually the only bookstore in this area is his. When you get out into the smaller communities they have absolutely no access to books at all and this is one of the reasons why I feel that the publishers, if they really do want to sell books, have to do something to make these books available for viewing, somehow. This is pretty difficult, I realize this. Every little community cannot have these facilities, but it seems to me that everything is so concentrated on Toronto in the book-publishing industry, there is virtually nothing elsewhere. What do you do about this? What do we do?

DR. JEANNERET: An organized travelling display that was kept up to date would be something you would like?

MR. HALLSWORTH: One of the publishers, in fact, it must be three years ago now -- one of the travellers came to me and I was full of enthusiasm

for the new idea they had of, in fact, having a travelling display which was going to go around the province on a regular basis, taking all their current titles.

DR. JEANNERET: That was just one house?

MR. HALLSWORTH: It was one house, yes. This was three years ago and we have never seen it, but this is the sort of thing I think is required.

The other point that I think is made in the appendices -- I am sure you have heard this so often that you must be sick and tired of it -- the inefficiencies prevalent in publishing houses are really a great barrier to doing business with them. It is not simply a question of the actual book pricing, but the time that we spend in terms of staff time in sorting out problems that are created by dealing with creating agents, their lack of supplies or their inadequate supplies. We spent a great deal of staff time -- at least we did when we dealt directly with them in trying to sort out so many of these problems of delay in fulfilling orders, incorrect orders and all these things.

DR. JEANNERET: You make six recommendations and the first one is the low-interest, long-term loans and the second one is:

"That existing, genuine Canadian publishing companies are not allowed

to be taken over or bought out by foreign concerns."

Do you realize we have implemented that? Some of the others that come up later mention problems -- your sixth proposal:

"That all publishers adopt a uniform invoicing and reporting procedure acceptable to libraries.",

has been under heavy discussion by the publishers with librarians. It has never come to anything. What about the ordering procedure?

MR. HALLSWORTH: Yes. Again, you know, we would be only too glad to go along with a uniform system on both sides, yes, certainly. We would do this if in return we could get the uniformity from the other side. What disturbs me here, as you rightly say, this has been under discussion for over two years and there is still no sign of any advance -- too much talk and no action.

THE CHAIRMAN: This is a characteristic of, in fact, the industry, so it appears, that is where you have a whole series of people all working in the same industry but each in his own department or compartment, and when it comes time to get them to act together in concert in a cooperative way, uniform way, it becomes extremely difficult to make a corporal brain with a single purpose out of a whole series of individual organizations, and then how do you get them all together?

Who provides leadership and how can they deal in terms that you are talking about? This is a real problem for us. This is the problem that I see with the industry. This is just some recognition of the general problem in relation to service and so forth, to get them together and begin to deal as one organization from whom you can get certain practical benefits. This is a major consideration.

MR. HALLSWORTH: I appreciate this. I suppose the only point that one can make to them is that it was in their own self-interest to do it. What other motivation you can give them, I really don't know.

THE CHAIRMAN: What you are doing is point up the problem. You are saying, "That is the problem and as a result of that problem we have to change our practices but if there is a cure for this problem then we are willing to look at the cure as well".

The problem is now of such magnitude that we have changed our course of action. So, having laid out the problem one of our prime rules with all the countless problems that are placed before us we have to see if we can come up with some suggestions that will attempt to meet the problem.

Could you help out our budgetary perspective a little as you break into it at the bottom of page 1 and the top of page 2? Very

approximately, what proportion of your total overall budget is spent on book acquisition?

MR. HALLSWORTH: Percentage of the total?

DR. JEANNERET: Yes, paid out to purchase books?

MR. HALLSWORTH: For the current year it would run at approximately 20 per cent of the total library budget.

DR. JEANNERET: For every dollar of the library budget $4 does not go into the buying of books?

MR. HALLSWORTH: That is right.

DR. JEANNERET: Then you make the point, and it is rather interesting, at the bottom of page 1 that the provincial library grants, not having been increased although the municipal grant has been increased, has resulted in a budgetary constriction which has had to be picked up, the slack has had to be picked up by cutting the book purchases by $8,000 or some such figure. What you are saying there is that as salaries go up the percentage of non-book purchasing goes up in relation to the total budget and the slack is taken up in the area of purchasing books. This is a direct charge against two constituencies that I can see.

One is the publishing industry in which the public has a stake and the other is the public's own service, service to the public.

It is unfortunate that it comes at the end, isn't it?

MR. HALLSWORTH: It is a dilemma and well, it is nonsense really in the whole operation but libraries are in business to provide books or any other material that you wish for people who are going to use the library and yet because of the nature of the way things operate, the book fund is virtually at the bottom of the list when it comes to allocating resources.

DR. JEANNERET: It is at the top of the list when it comes to reflecting economies. What you are saying, and I want this on the record because I think it applies generally, is that if a library budget is suffering from any kind of restriction it tends to be the $1 in $5 portion of it, the purchase of books, that is the area in which the economies are effected exclusively.

MR. HALLSWORTH: I would object to the word "exclusively". In general, yes, but not exclusively.

DR. JEANNERET: It lends itself most easily.

MR. HALLSWORTH: It lends itself most easily, yes, I think this is the point, as you said. Salaries go up, in the last five years they have gone up steadily, in the both libraries with which I am concerned salaries have gone up considerably and yet, as I say, in the last two years there has been this freeze on the money available for books.

Now, it is possible to argue that perhaps the administration is making a mistake in cutting down on the book purchases, that it should cut down in other areas but then you will merely cut service to the public which is the point you mentioned, in another area. If we cut staff, presumably we have to cut library hours, hours of opening, so that what existing facilities we have are available to the public less frequently than they would be otherwise.

DR. JEANNERET: $8,000 less books more or less and $8,000 additional grants would be distributed presumably over the various areas of expenditure.

MR. HALLSWORTH: I don't think it is true to say that a $8,000 cut in the grant necessarily is reflected wholly in the book budget. This is why I objected to the word "exclusively".

DR. JEANNERET: It tends to take a disproportionate portion of the cut?

MR. HALLSWORTH: Yes.

THE CHAIRMAN: Well, Mr. Hallsworth, we appreciate very much your brief. You have been talking in areas with which we are to some extent, familiar. Nevertheless, your points have given us a different approach or slant. We hope that as we move along and put together our recommendations, some of the problems you have raised, or at least addressed to us, are effectively cured by the recommendations. Whether the recommendations are

accepted is another matter.

We appreciate very much your taking the time to prepare the brief and coming here.

MR. HALLSWORTH: Thank you for giving me the opportunity to appear before you.

THE CHAIRMAN: What we will do is, we will come back at 1.30. There is one further brief to be heard and we will come back at 1.30 for that and then adjourn.

---Luncheon adjournment.

---The hearing resumed at 1.30 p.m.

THE CHAIRMAN: Well, Mr. McLeod, we shall discuss the brief with you rather informally because we have the reporters and would like to have your interesting problems. We would like you to tell us what you consider to be the major parts of your brief, those that you may want to discuss.

SUBMISSION OF MR. WILLIAM McLEOD

MR. McLEOD: I think, Mr. Chairman, that the problems we are facing in the community colleges system in Ontario, and I think the other provinces are facing this problem now because they are getting into community colleges, I think is the lack of proper text material for our rather unique situation.

The reason that we do not have that material is, first of all, the colleges have not been running that long and, secondly, the instructors that are in the colleges and are familiar with the particular problems are in a classroom at least 20 hours a week which is probably twice as much as our university counterparts. There is just not that time to block out the total library and do the research and get the material and papers.

Of course, then there is the problem, I guess, that is common in almost any area of Canadian publishing, the market is not sufficient to make very much money from it and there is no point in

my telling you the obvious.

DR. JEANNERET: Either as authors or as publishers?

MR. McLEOD: Right.

THE CHAIRMAN: Are you suggesting then that in community colleges there might be some opportunity for a common curriculum because it is inherent in the creation of a text that might be available across the board?

MR. McLEOD: I don't react initially very positively to that because I taught in one of the colleges that was at one time an Institute of Technology and the trouble there was that someone at some time almost sets down almost on a stone tablet something that is on that curriculum.

THE CHAIRMAN: Perhaps it works this way. When it comes to a common curriculum, are you suggesting that there could be a common textbook for a certain subject usable in the community colleges across Ontario notwithstanding however the curriculum might be approached? Have you thought of it?

MR. McLEOD: I think it is possible, although I would not want to impose anything on my fellow instructors. I think it is important that an instructor have flexibility to teach in the areas where he is strong. What I would like to see is more smaller books so that instructors can mix them and match them and bring in some of their own material if they want to.

THE CHAIRMAN: On a given subject then in a given area, you might have two or three texts?

MR. McLEOD: Yes.

THE CHAIRMAN: But tailored to the community college requirements?

MR. McLEOD: The problem with the students in the community colleges in Canada, we are running some interesting diagnostic and improvement programs in this Cambrian College, and some of the freshmen that we have this year have reading skills about grade 5 or grade 6.

THE CHAIRMAN: This is quite true, a lot of people dislike reading, they like to be active, do things with their hands and their minds and their bodies but when it comes down to using their brains totally in a concentrated way on a page, it is impossible.

MR. McLEOD: I am beginning to think it is a cultural problem, the fact that a lot of these students, they are bright enough to go to university but they have come from homes where perhaps all they get in the home is a daily newspaper or maybe Time Magazine. The people just aren't exposed to any reading of any books, they never see their parents with them and, as a result, they just do the minimum of required reading to get from one grade to the next in the system and when they get out of high school and come to us then we have to find some way of keeping them occupied and

teaching them something without requiring a great deal of reading.

DR. JEANNERET: You would agree, I am sure, wouldn't you, that by far the greatest influence of a common nature in all of them in the educational, so-called, field is television?

MR. McLEOD: Yes.

DR. JEANNERET: The one thing I am sure they all have in common.

MR. McLEOD: I think we are still a long way from putting the information that we have in texts onto suitable tapes or little packages and getting video tapes into the classrooms. I still don't think that the print media is out, I still think a lot can be attained from sitting down with a book.

THE CHAIRMAN: We have no intention of doing that.

MR. McLEOD: I make this point when I say I am basing my assumptions or my brief on the assumption that a viable book publishing industry is important and we have got to have it.

DR. JEANNERET: However, there is one point you are making here that doesn't seem to have been taken into consideration, a characteristic of a publishing community, and that is that the need is real. You have described a general need, not uniform and widespread, it is paralleled in many institutions in many major courses and there are at least 25 or 30 English-language customers that

are desperately trying to break into this field with new publishing and so you come back to the economics of scale problem, the market is limited and they have only succeeded in a few areas and they have failed in many. Where they have failed the authors have been badly underpaid but they themselves have lost money too heavily.

That is why when you refer to possible supplementary assistance to authors related to their royalties, I worry. There is no such thing as the offer to write an excellent book but possibly no royalties because it had no sales. There is no such situation where a publisher in such circumstances is happy.

The publisher has lost money too, so all you would be doing would be giving a retroactive subsidy in a publishing enterprise or project where the publisher has lost his shirt.

MR. McLEOD: I assumed that the subsidy to the publishers, you know, you have recommended this, I believe ---

DR. JEANNERET: We have not at this time recommended they do anything foolish.

THE CHAIRMAN: We have not recommended subsidies to publishers. What we have recommended is an additional line of credit, a backstop by the government. To some extent, in terms of interest rate required for additional capital, that, in effect, is a subsidy, but it is about that big (indicating). We have not recommended any grants or any form of donation which you could call a subsidy, except for this one small instance.

DR. JEANNERET: Our whole ---

THE CHAIRMAN: What we have recognized is the publisher has run out of the pool of capital that he needs in order to keep himself viable. The foreign-owned publishers, on the other hand, have their parents to which they can turn for assistance in terms of credit that they need. I was very interested in your recommendation, and that is the second one, which really provides for or calls for a body that brings about a subjective judgment on those areas that do deserve some support. In number one, you outline the area that might need support,

I take it, and in terms of royalties, in terms of assisting authoriship and appreciation of books which are Canadian which relate to your particular area:

"I think that the matching royalities concept will, on the one hand, encourage more Canadian authors and, on the other, help ensure that we are not inundated with a wave of literary garbage."

The second part, you indicate how the judgment will take place as to what is not literary garbage.

MR. McLEOD: That is pretty hard.

THE CHAIRMAN: That is the tough part.

MR. McLEOD: Yes. The reason I am kind of opposed -- I wracked my brain for some way of finding out what could be done about this particular problem and if the Commission just underwrites, the body that underwrites the market, or agrees to buy X-number of books, et cetera, I went to school in the United States, to graduate school there, and some of the stuff that is coming out just to enable professors just to survive in their job, this "publish or perish" bit is just terrible stuff. I thought the matching subsidy just possibly might bring some of the forces in the marketplace into play. If a book bombs, well, you have not lost as much as you would have lost if you had given a guy $5000 or $7000 or $10,000 a year to take off and write it.

DR. JEANNERET: You are just talking

about the author again?

MR. McLEOD: Yes.

DR. JEANNERET: Your second suggestion, the Chairman is pointing to that some type of foundation or council be set up to make grants is not too distantly related to the mechanism anticipated in our report, and that is an Ontario book publishing board which, in certain areas, perhaps,-- we may not recommend this -- it might have a function parallel to that of the Canada Council. That is what you are talking about here?

MR. McLEOD: Yes. I don't know very much about the problems of publishers except for the fact that in some cases they can't sell enough books to break even.

THE CHAIRMAN: As far as you are concerned in your work, you say a positive, definite need in relation to the creation and publication of certain material which will be of assistance in the community college. You are pointing out the difficulties to us in seeing it created and how you think it might be overcome?

DR. JEANNERET: You may be surprised, but in the trade-book publishing field the great majority of books published don't pay for themselves. They used to say that four out of five lose money and the fifth pays for itself and the other four.

THE CHAIRMAN: Where did you take your post-graduate work?

MR. McLEOD: Michigan State.

DR. JEANNERET: You came from Canada originally?

MR. McLEOD: Yes, I was born and raised in this particular area and I am proud of the North.

DR. JEANNERET: You feel the need for Canadian-oriented material in your area of concern, don't you?

MR. McLEOD: Yes. This is a pretty-widely held opinion of the instructors in the colleges.

DR. JEANNERET: And the students?

MR. McLEOD: And the students as well. They are always complaining about the price of books and say "Why did I pay $12 for this and it only covers 300 pages of the 900 pages" and I say, "I did it because I couldn't get you to do the reading and I had to spoon-feed you".

THE CHAIRMAN: When I was in law school, probably the most significant law professor of his day in the academic sense who lectured to to us, prepared a case book, a mimeographed thing, and it gradually evolved over a period of time and all the text and the instruction material was also mimeographed and put into one, big, thick book. Dr. Jeanneret said he published this book for that person. I think you may well be in the same kind of area in terms of the community colleges. If you find that instructors in particular areas or fields can probably get behind and support someone who will be responsible for working something of

this kind up in that field in a mimeographed form.

MR. McLEOD: That is how mine started. It was just a series of notes and I kept revising them for myself and trying to make them better and, eventually, I was able to get it published, but without too much difficulty.

DR. JEANNERET: I suspect most textbooks evolve like that.

MR. McLEOD: You know, there is very little digging for this stuff done that I have been able to see, very little market research done. I asked one publisher if he had ever hired any market research firm and if there had been any in-depth studies as to why a certain textbook is adopted, does the author just sort of flip through it and like the format of the print or is there some part of it that he grabs right off and likes? I am sure every instructor doesn't read each and every new copy of a book. It would be sort of interesting.

THE CHAIRMAN: There is very little evidence of market research being done anywhere that, as a layman I can determine in the whole publishing field.

DR. JEANNERET: One of the problems in the community college market is that the darned market will not stand still. It is changing so rapidly.

MR. McLEOD: That is right.

THE CHAIRMAN: Is there anything else you would like to tell us that would be useful

to us?

MR. McLEOD: No. I put down what I thought I would like to say and there is no point in my taking your time any further. Thank you very much for letting me come along.

THE CHAIRMAN: Thank you for taking the initiative of putting this together and coming to talk to us.

DR. JEANNERET: The name of your college is?

MR. McLEOD: Cambrian College, Sudbury Campus.

THE CHAIRMAN: Thank you, Mr. McLeod.

MR. McLEOD: Thank you. I hope you are all able to get your flight reservations.

---Adjournment